

American Fruit Grower

WESTERN EDITION

AUGUST • 1955



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Now You Can Buy the Famous **Firestone** TRANSPORT B-112 Heavy Duty Truck Tire

FOR ONLY
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PLUS TAX
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SAVE ON ALL SIZES



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The Firestone Transport B-112 is the highest quality, low-priced truck tire you can buy today. It gives outstanding performance on paved highways or gravel roads. The deeper, thicker tread of the Transport B-112 resists cuts and snags and it insures longer,

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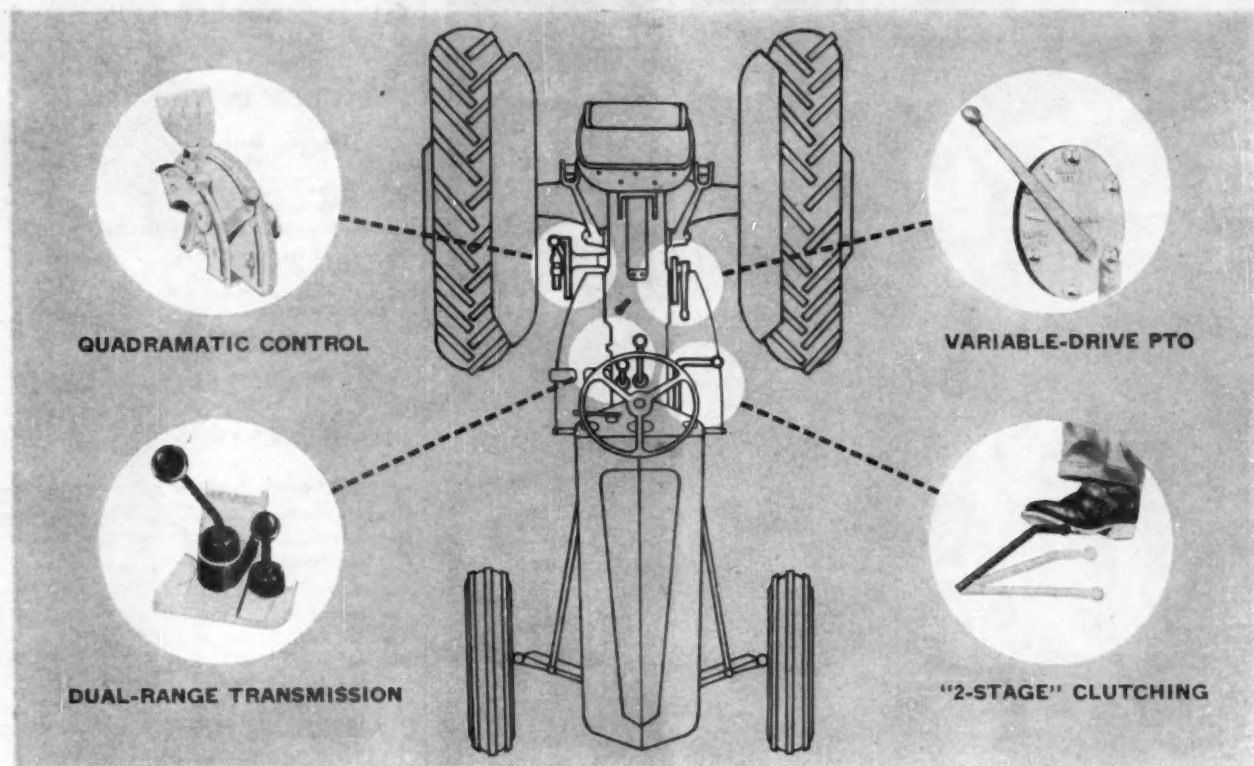
Always Specify FIRESTONE For Low Cost-Per-Mile

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WHAT CONTROL MEANS



IN THE NEW FERGUSON 35 with 4-way work control

Make no mistake, *control* is vital in modern-day mechanized farming.

Control means accurate, positive handling of all implements to assure relaxed, muscle-free operation right from the operator's seat. It means better seedbed preparation, more accurate planting and a properly timed harvest . . . at drastically *reduced* costs. It can mean premium crops and a greater profit. Simply: It puts farming on a paying basis—puts black ink in the account book.

And Ferguson leads the way in this business of *control*:

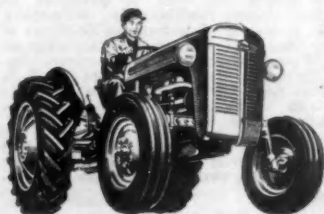
Its exclusive *Quadramatic Control* gives far more complete and accurate hydraulic control of implements . . . all with the same compact control quadrant. Its Dual-Range

Transmission provides a wider range of speeds, geared exactly to the job demand.

A choice of two PTO drives is built in . . . one in ratio to ground speed (for raking, planting, fertilizing); one in ratio to engine speed (for forage harvesting, baling, mowing, etc.). And the operator controls *both* tractor transmission and PTO with a single clutch pedal.

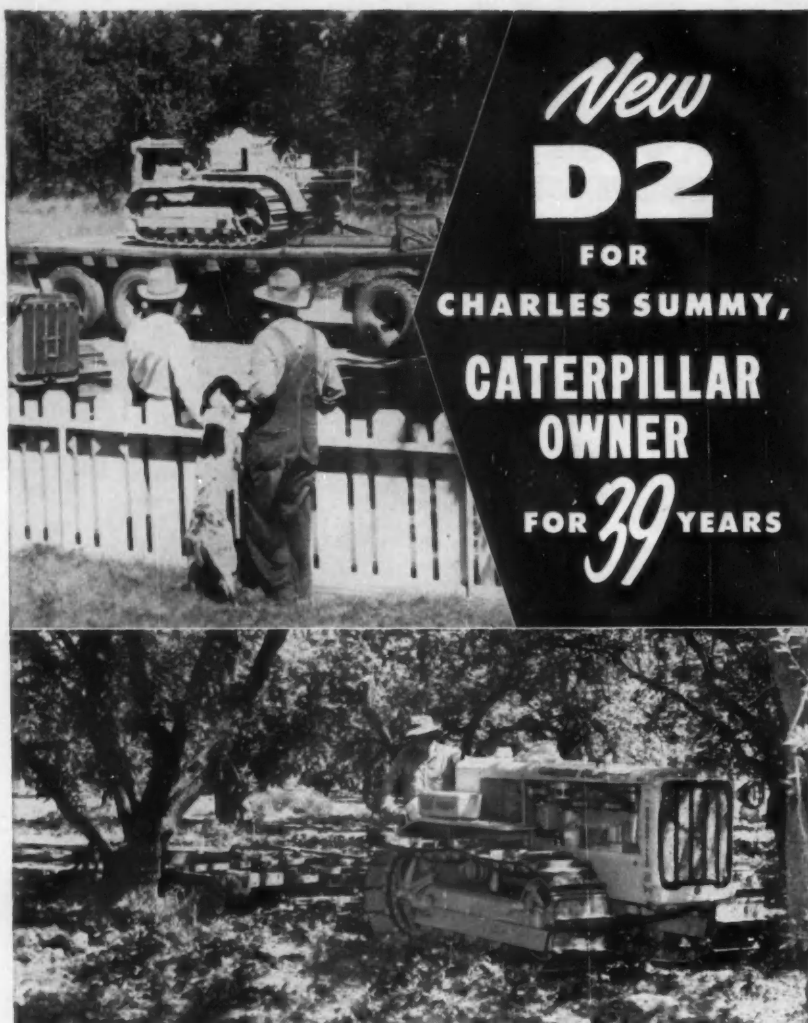
The *combination* of these and other advantages, plus the famous Ferguson System of teaming tractor and implements, brings you a degree of control you'll find in no other tractor.

Ask your Ferguson Dealer for a demonstration . . . and learn why more and more farmers are being sold on the Ferguson "35" as *the Tractor* that offers the *most control* . . . by far, the most in all-out tractor value! *Ferguson, Racine, Wisconsin.*



**BIG NEW
CONTEST!**

WIN A FERGUSON 35 FREE. You may win one of 26 FREE TRACTORS to be given away during July, August and September in the big "Better Days Ahead" Contest. SEE YOUR FERGUSON DEALER.



New
D2
FOR
CHARLES SUMMY,
CATERPILLAR
OWNER
FOR *39* YEARS

► "I've had nothing but CAT* track-type Tractors since I started in 1916 with a Holt 20. The service I've always gotten from my dealer has been something to write home about. The trade-in value is tops. It sure pays to be a Caterpillar owner!" Charles Summy, Sutter, Calif., clinches his statement by taking delivery on a new Cat D2 Tractor, replacing his faithful 18-year-old D2.

Behind Mr. Summy's decision to buy the new D2 is a wealth of experience gained from his years of owning and operating Caterpillar track-type Tractors. He sums it up this way: "Once you say 'Caterpillar,' you've said it all!"

Now you can benefit from Charles Summy's experience of 39 years with Caterpillar machines. See the powerful 38 HP D2 Orchard Tractor at your Caterpillar Dealer. Then set the time for a demonstration in your orchard!

Caterpillar Tractor Co., Peoria, Illinois, U.S.A.

FREE CARTOON BOOKLET—write today! Ask for "Power Farming." Address: Caterpillar Tractor Co., Dept. AMF85, Peoria, Ill.

CATERPILLAR*

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**American
Fruit Grower**

REG. U.S. PAT. OFF.

The Only National Fruit Publication

Vol. 75 AUGUST, 1955 No.8

FEATURED IN THIS ISSUE

Cover photograph of peach cluster is by Bob Taylor

Speeding the Handling of Peaches.....	11
By Charles L. Stratton	
Packages for Nature's Colorful Beauties.....	12
The Story of the Apple.....	14
By Reuben G. Benz	
Mechanical Packers Speed Filling of Apple Cartons.....	16
No Pay for These Pickers.....	18
By W. W. Magill	
Clyde Arnold's Bagger.....	20

DEPARTMENTS

Calendar of Coming Meetings and Exhibits.....	6
Letters to the Editor.....	8
State News.....	15
Fruit Pest Handbook.....	15
Windfalls.....	21
The Question Box.....	23
News for You.....	24
Editorial Page.....	30

AMERICAN FRUIT GROWER

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E. G. K. MEISTER,
Publisher

RICHARD T. MEISTER, Editor

Editorial Staff

E. K. GOULD, Managing Editor
H. B. TUKEY ELDON S. BANTA
GEORGE M. ROSS, Art Director
J. S. BENDER, Production Manager

EDWARD L. MEISTER, Director of Advertising

District Advertising Offices

NEW YORK, Martin-Snow Co., 140 E. 46th St.
Phone—Plaza 5-0878

CHICAGO, Peck and Billingslea, Inc., 185 N.
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SAN FRANCISCO, McDonald-Thompson, 625 Mar-
ket St. Phone—Yukon 4-0647

LOS ANGELES, McDonald-Thompson, 3727 West
6th St. Phone—Dunkirk 7-5391

SEATTLE, McDonald-Thompson, 1008 Western Ave.
Phone—Elliot 3767

HOUSTON, McDonald-Thompson, 3217 Montrose
Blvd. Phone—Lynchburg 6711

DENVER, McDonald-Thompson, 222 Colorado Na-
tional Bank Bldg. Phone—Keystone 4-4669

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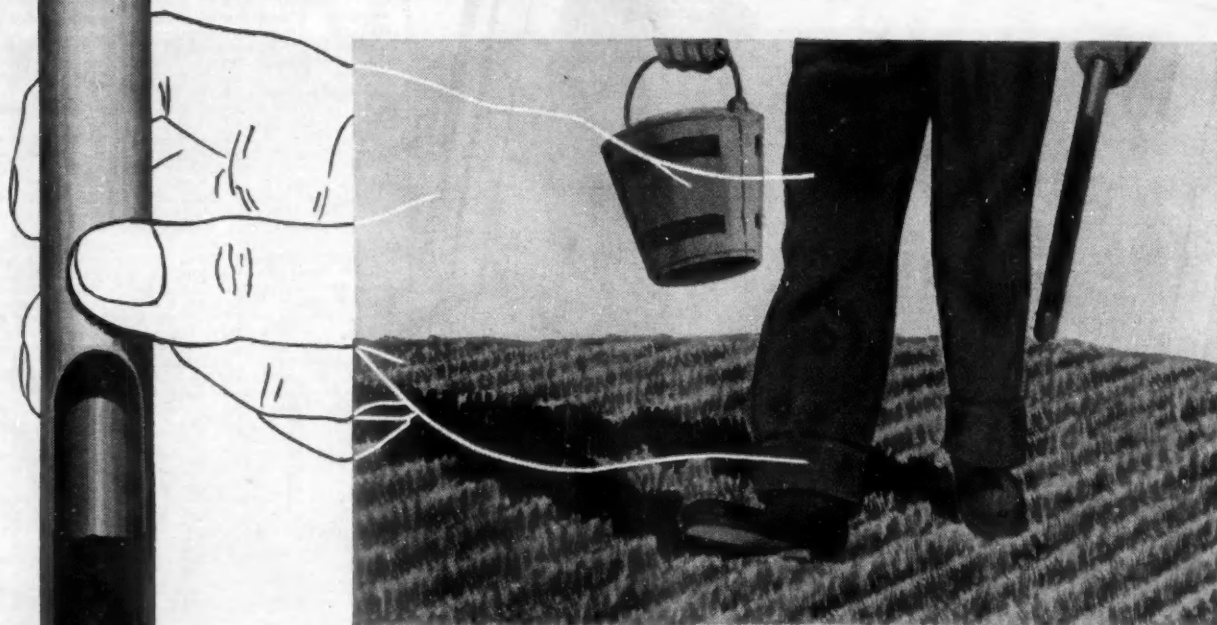
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AMERICAN FRUIT GROWER

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Without Potash—there is no growth

Without Enough Potash—profits suffer



How's the Potash Level in your soil?

The more you work your land, the more important it is to maintain its fertility level. Where continuous cropping and under-fertilization have lowered the amount of available Potash, *poor* crops and *poor* yields are bound to follow. Unit costs of production shoot up . . . and profits vanish. To conserve or increase the crop-producing power of your soil, you *must* return liberal amounts of Potash in your fertilizer. This vital, health-giving nutrient is indispensable to high yields and high quality. Your local agricultural adviser will help you determine correct amounts for your soil. But remember, a *low* Potash level means a *low* income level.

SEND FOR THIS FREE BOOKLET! Learn how to take soil samples . . . to determine the best fertilizer program for your crops, your soil. Photos and complete instructions show how, when, where and what is needed. For your copy, write to address below.



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Title _____
Products _____

CALENDAR OF COMING MEETINGS & EXHIBITS

Aug. 11-20—National Peach Week, sponsored by National Peach Council.—M. J. Dorsey, Sec'y, 1502 S. Lincoln, Urbana, Ill.

Aug. 12—Rhode Island Fruit Growers Association summer meeting, University of Rhode Island, Kingston.—Mrs. Edgar A. Steere, Sec'y, Chepachet.

Aug. 13—Western Colorado Horticultural Society summer session, Prescott Eames cherry orchards, Grand Valley.—L. L. Mariner, Sec'y, Box 487, Grand Junction.

Aug. 15-18—International Apple Association annual meeting, Statler Hotel, Detroit, Mich.—Fred W. Burrows, Exec. V. P., 1302 18th St., N.W., Washington 6, D. C.

Aug. 15-19—Florida Citrus Institute, Camp McQuarrie.

Aug. 16-20—Centennial of Farm Mechanization, Michigan State College, East Lansing.—A. W. Farrall, Head, Agr. Engr. Dept., MSC, East Lansing.

Aug. 17—Kansas State College horticultural field day, Horticultural Farm, Manhattan.—W. G. Amstein, Ext. Hort., Manhattan.

Aug. 17—Eastern Wisconsin orchard tour and machinery demonstration, also Wisconsin apple dessert demonstration contest, Haslinger's Moose Lake Orchard and Lodge, 3 miles north of Neshotah (near Milwaukee).—H. J. Rahmlow, Sec'y, 424 University Farm Place, Madison 6.

Aug. 18—Field Day, Connecticut Experiment Station Farm, Mt. Carmel.—S. P. Hollister, Sec'y, Conn. Pom. Soc., Storrs.

Aug. 18—Michigan State University Horticultural Day, in conjunction with Centennial of Farm Mechanization, Horticultural Farm, East Lansing.—A. E. Mitchell, Dept. of Hort., East Lansing.

Aug. 18—Orchard Day, Ohio Experiment Station, Wooster.—C. W. Ellenwood, Sec'y, OSHS, Wooster.

Aug. 22—Minnesota-Wisconsin orchard tour, La Crescent, Minn.—J. D. Winter, Sec'y, Minn. Fruit Growers Assn., University Farm, St. Paul 1.

Aug. 24-26—Nurserymen and Growers Short Course, University of Florida, Gainesville.

Aug. 29-31—Northern Nut Growers Association 46th annual meeting, Michigan State University, East Lansing, Mich.—Spencer B. Chase, Sec'y, 2338 Parkview Ave., Knoxville, Tenn.

Aug. 29-Sept. 6—International Horticultural Congress 14th annual meeting, Scheveeningen, Netherlands.—Dr. G. de Bakker, Sec'y, Bezuidenhout 30, The Hague, Netherlands.

Sept. 19-21—Texas Citrus and Vegetable Growers and Shippers, Inc., annual convention, Shamrock Hotel, Houston.—Austin E. Anson, Exec. Mgr., 306 E. Jackson, Harlingen.

Sept. 22-24—Illinois state fruit queen contest and festival, East Moline.—Harold J. Hartley, Sec'y, Ill. State Hort. Society, Carbondale.

Oct. 4-6—Florida Fruit and Vegetable Association annual convention, Hotel Fontainebleu, Miami Beach, Fla.—Association headquarters: 4401 E. Colonial Drive, Orlando.

Oct. 9-11—Produce Packaging Association annual convention and exposition, Conrad Hilton Hotel, Chicago.—Association headquarters: 500 5th Ave., New York 36, N. Y.

Oct. 10—South Carolina Fresh Fruit and Vegetable Association annual convention, Columbia.—B. L. Raybun, Sec'y, Unit 558, State Farmers Market, Columbia.

Oct. 20-29—National Apple Week, sponsored by National Apple Week Assn., 1302 18th St., N. W., Washington 6, D. C.

Oct. 31—National Apple Day (Halloween).

Nov. 1-3—Florida State Horticultural Society annual meeting, Clearwater.—Ernest L. Spencer, Sec'y, Bradenton.

Nov. 16-18—Western Growers Association annual convention, Westward Ho Hotel, Phoenix, Ariz.—Headquarters: 606 S. Hill St., Los Angeles 14, Calif.

Nov. 28-30—Illinois State Horticultural Society and Illinois Fruit Council annual meeting, Abraham Lincoln Hotel, Springfield.—Harold J. Hartley, Sec'y, Carbondale.

Dec. 1-2—Connecticut Pomological Society annual meeting, University of Connecticut, Storrs.—S. P. Hollister, Sec'y, Storrs.

Dec. 6-7—Oklahoma Pecan Growers Association annual meeting, Okmulgee.—Fred LeCrone, Ass't. Sec'y, Stillwater.

Dec. 8-9—Tennessee State Horticultural Society 50th annual meeting, New Southern Hotel, Jackson.—A. N. Pratt, Sec'y, Nashville.

Dec. 5-7—Washington State Horticultural Association 51st annual meeting, Wenatchee.—John C. Snyder, Pullman.

Dec. 13-15—New York State Horticultural Society eastern meeting, Kingston.—D. M. Dalrymple, Sec'y, Lockport.

Jan. 17-20, 1956—New York State Horticultural Society Second Century Celebration, Rochester. American Pomological Society meeting in conjunction with society meeting.—D. M. Dalrymple, Sec'y, Lockport.

Jan. 30-Feb. 2, 1956—United Fresh Fruit and Vegetable Association annual meeting, Hotel Roosevelt, New Orleans, La.—Association headquarters: 777 14th St. N. W., Washington, D. C.

Feb. 15-17—Ohio State Horticultural Society annual meeting, Hotel Cleveland, Cleveland.—C. W. Ellenwood, Sec'y, Wooster.

AMERICAN FRUIT GROWER

WHY Your Next Tractor Should Be a **JOHN DEERE**



"40" CRAWLER

Dependable, sure-footed, low-cost 3-plow power for field, orchard, grove, and vineyard . . . a crawler you can afford to own.

WHEN you buy a John Deere Tractor, there are three things you never have to worry about. One is reliability. Another is long life. The other is low-cost operation.

Here's more than price . . . more than showy performance just when new. Here's practical, dependable, low-cost tractor operation on field, belt, and PTO work down through the years . . . quality that *endures*.

So think ahead when you are considering the purchase of a tractor and

consider what it will be like after 3, 5, 10 years of ownership. Will you still be satisfied? Will you still say, "It's a great tractor?"

If it's a quality-built John Deere, you know everything will be all right. It will be ready to go and to give you good performance, just as it has always done. And—you will have saved many worth-while dollars in cost of operation and upkeep and low yearly depreciation.

Buy value. Buy wisely. Buy for lasting satisfaction.



MODEL "60" GROVE

Just a glance will tell you that this John Deere is "tailor-made" for orchard and grove operations. Compact design with full shielding, 3-4 plow power, "live" hydraulic Powr-Trol, "live" power shaft (extra), unexcelled comfort and convenience are just a few of its many plus-value features.



"40" UTILITY

The handy, low-built, wheel-type "40" that has everything . . . does everything. Full 2-plow power.



JOHN DEERE
MOLINE, ILLINOIS

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Please send free literature on:

- ☐ "40" Crawler ☐ "60" Grove
☐ "40" Utility

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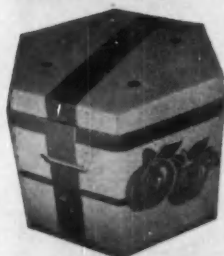
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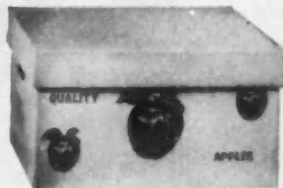
Ask your John Deere Dealer for a Demonstration

BETTER FRUIT BOXES From WABASH



1/2 Bu. Boxket

These sturdy extra heavy corrugated Boxkets pack like a basket, use present owned equipment, and produce an undisturbed bulge face pack. They eliminate cushions, caps, labels and also rim cut and stave cut of fruit. When you tear off the perforated liner top you have a perfect bulge face pack. The Boxkets, in bushel and 1/2 bushel cost less, save storage space and stack and truck well. They are available in color and can be special printed for you.



Jumble Pack Bu.

Many large operators also like these jumble pack boxes that come in bushel and 1/2 bushel sizes. They are sturdy, attractive and easy to handle.

Inquire about Boxes for Bagged Apples. Also ask for information on our berry and grape boxes.

**DURHAM
CONTAINER CO.**
2002 E. Pettigrew St.
Durham, N.C.

OR

**WABASH FIBRE
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2000 N. 19th St.
Terre Haute, Ind.

LETTERS TO THE EDITOR

Dual-Purpose Variety

Dear Editor:

As mentioned in the editorial on the dual-purpose variety, a variety suitable both for fresh market and processing is ideal, but often very hard to find. I think such a variety is possibly even more important here in Michigan where we are near the fresh markets than on the Pacific Coast, as our fruits are often taken off the fresh market if it is oversupplied and taken to the processor on a moment's notice. Unless the variety is good for processing, the processor is put in a difficult position.

South Haven, Mich.

E. K. West

Finds Article Valuable

Dear Editor:

I am enclosing 25 cents for an extra copy of your May issue. I am especially interested in the article "Observe the Rule—An Ounce of Prevention—When Using the New Insecticides." Could I have permission to have our local Merrill Daily Herald reprint it in their Mail Box column? Merrill, Wis.

Philip Gensman

We will be glad to have the article reprinted in the Merrill Daily Herald.

Value of an Orchard

Dear Editor:

The answer you gave to the question, "What is the value of an orchard?" in a recent issue of AMERICAN FRUIT GROWER is downright subversive, and it would be interesting to know what cost factors were used to arrive at such a figure as \$1 per tree per year.

I set out an orchard in 1948, and my per tree costs were as follows:

Average cost per 11/16-inch tree.....	\$1.25
Labor, laying out and planting.....	1.50
Wire guard.....	.50
Total, original cost.....	\$3.25

Average yearly service per tree up to 10th year (four years estimated):

Mulch material.....	\$1.00
Spray material.....	.75
Fertilizer.....	.50
Rodent control.....	.10
Labor including pruning.....	3.50

Total, service cost.....\$5.85

The fifth year harvest averaged slightly better than 1/2 bushel per tree. Estimated production at 10 years, 1 bushel top-grade fruit at \$2.50. Potential value 6 bushels per tree per year.

Recapitulation:

Original stock cost.....	\$ 3.25
10-year service cost.....	58.50

Total.....\$61.75

Estimated value of production from 10th year to maturity:

10 years, 6 bushels per tree per year.....	\$150.00
Less cost of production, labor, and packaging.....	45.00

\$105.00

Value to be recovered if wantonly destroyed is \$166.75 per tree.

You will note that no charge is made for land use, insurance, tractor time, gas and oil, or depreciation on equipment.

I would be glad to have you advise me in what respects you find your figures at odds with mine.
Cherry Valley, N.Y. Howard Moore

Fixing values is a most interesting and difficult problem, especially in the case of orchards.

First, it is necessary to determine which value to start with—replacement, cost less depreciation, capitalizing net earnings, or market value.

If you intend to use cost as a basis, you cannot add to it your established income to increase the cost. With this in mind, your cost at the end of 10 years is \$61.75 per tree. Cost studies at Cornell estimate the cost of bringing one acre of orchard through 10 years at \$636. With trees planted 40x40, or 28 trees per acre, this figures to \$22.70 per tree, or a little over \$2 per year. It would seem that your cost figures are high compared to the Cornell experience.

The figure of \$1 per year per tree has long been used as a general cost figure by orchardists. However, with increases in expenses of spraying, pruning, etc., it would not be out of line to double this figure. Two dollars per year per tree gives a figure of \$20 per tree at the end of 10 years, which is in line with the Cornell cost studies mentioned above.

A value per acre at the end of 10 years of around \$600 may be high or low, depending on orchard values in the particular area. Certainly market value as well as replacement cost or capitalizing net earnings should be taken into account to adjust value figures. Finally, a most important condition to be considered is the experience and skill of the owner. Trees under the care of one grower may be worth double or more what they would be if cared for by a less skillful grower.—Ed.

Timely Poetry

Dear Editor:

Enclosed is a poem which seems quite appropriate these days:

'Afore a big black b'ar he'd grapple
Davy Crockett, from his pocket, took hisself
an apple
And starin' that grizzly square in the eye,
He'd eat that apple, then let fly!
With muscle strong, and fists of might
He'd put that b'ar to hasty flight.
And when his chore was fully done,
He'd reach in his pocket for another one!!
The need for fruit he shore did know
To help a frontiersman grow and grow
And to his friends tall Davy'd say
"For better health eat an apple a day."

International Apple Association
Washington, D. C. Jack Manning

Manregian the Best

Dear Editor:

In the May issue of AMERICAN FRUIT GROWER, I read with interest the little article "Stop Blackline." Oregon State College has made a thorough test of the Manregian walnut from my original tree against all other rootstocks on the Pacific Coast, and pronounces the Manregian the best.

The Manregian is from North China and was one of two trees given to me by the late Dr. C. E. Schuster, of Oregon State College. It started bearing the fourth year, and blossoms so early that nothing else in this territory can pollinize it.
Salem, Ore. Moses P. Adams

**Dressed for chores—
or children**



THE 1955 CHEVROLET DELRAY features club coupe styling, sedan roominess, and a washable all-vinyl interior that's made for family wear.

A CHEVROLET DELRAY doesn't mind dusty overalls . . . or the children's feet . . . or a few boxes of tomatoes piled onto the back seat. Its handsome, hardy all-vinyl interior wears like saddle leather! There's nothing to keeping it looking new. This is one car you can take soap and water to *inside*.

Like all Chevrolet models, the Delray has a clean, uncluttered look about its styling. Tie that to one of the new engines (either a six, or the 162-horsepower V8 or the 180-horsepower V8) and you've got a car to be proud of. Many of the things you'll especially like about your Chevrolet—outrigger rear springs, Anti-Dive braking, a big 12-volt electrical system—are features that a lot of other cars wish they had. Your Chevrolet dealer's the man to see. . . Chevrolet Division of General Motors, Detroit 2, Michigan.

*Stealing the thunder
from the high-priced cars!*

The
motoramic
Chevrolet

CERTAINLY it pays to package in film made of BAKELITE Polyethylene



Packing apples at Chazy Orchards. Bags are made and printed by **Comet Packaging and Paper Company, Inc.**, New York, N. Y., from film made of **BAKELITE** Brand Polyethylene by **Chester Packaging Products Corp.**, Yonkers, N. Y.

"the results in increased sales are amazing"

"We bag apples in a big way, and use polyethylene to get strength, freshness protection, and good brand identification and sales appeal." That's the testimony of Donald F. Green, manager of Chazy Orchard, Chazy, N. Y., largest McIntosh orchard in the world.

Last season Chazy Orchard packaged nearly 33,000 bushels of apples, using 280,000 five-pound bags made of film produced from **BAKELITE** Brand Polyethylene. Now, with practically no exceptions, "all the apples we put into stores are sold—no returns. And we guarantee sales . . . take out any un-

merchandisable fruit each week and replace with fresh. We used to have about 5% returns.

Now they are nil **SPECIFY FILM MADE OF** practically."

Over and over again the benefits of packaging in film made of **BAKELITE** Polyethylene are proved by sales histories . . . for apples, for potatoes, soft fruits, produce, processed foods. It can pay you well, whether grower, shipper, or marketer, to see your local packaging supplier today and start benefiting the **BAKELITE** Polyethylene way.



BAKELITE COMPANY, A Division of Union Carbide and Carbon Corporation **UCC** 30 East 42nd Street, New York 17, N. Y.
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Speeding . . .



Sunny Slope Farm peach pack, just before basket is lidded. These hydrocooled peaches bring premium price, sight unseen.

THE HANDLING OF PEACHES

Endless belts, automatic conveyors, door openers, lift trucks, box turners, and hydrocoolers are some of the devices used at Sunny Slope Farms to speed packing and reduce bruising

By CHARLES L. STRATTON

PEACHES are big business with Tony Caggiano and five of his six sons. They grow 350 acres of peaches (plus 300 acres of apples) at their Sunny Slope Farm in Bridgeton, N.J., and 800 acres of peaches in their Gaffney, S.C., orchards. It's no wonder that Tony, who came to this country as a youngster and started raising peaches in 1928, is known as the "Peach King of the East."

Sunny Slope Farm produces a quality peach that is sold in their own pack under their own label from Maine to Chicago to Miami. To assure only top-quality peaches, the Caggianos use a hydrocooler manufactured by the Fred Durand Co. of Woodbury, Ga. This equipment cools off a peach quickly and prevents further ripening.

Last year, for example, the weather turned very hot in late August and the peaches were ripening too rapidly on the Sunny Slope trees. Under the direction of manager Alfred Caggiano, picking and packing plant crews swung into operation. Conveyors and the hydrocooler were geared to process 400 bushels of peaches an hour. Immediate contact between packing plant and key per-

sonnel in jeeps and cars throughout the miles of orchards was maintained by General Electric two-way radios.

Truckloads of ripe peaches rolled easily up to the packing plant where an electric conveyor made by John Bean (Division of Food Machinery and Chemical Corp., Lansing, Mich.) moves the peaches to a



Peaches make trip from hydrocooler to cold storage room on Clark lift truck. Cord opens and closes door to storage room mechanically.



Ice water from hydrocooler (Durand) drenches peaches, halts further ripening, checks bacteria.

handy box turner (Food Machinery, Lansing, Mich.) at the beginning of the John Bean-Grabill grader. As the peaches move down the line, girls sort out the rejects and the too-ripes, packing only top-quality peaches in boxes according to size, and sending them on their way to the hydrocooler.

Peaches move through the hydrocooler, 4- and 5-bushel boxes abreast, continually being drenched
(Continued on page 26)

PACKAGES FOR Nature's Colorful

Package your quality, vitamin-filled fruits wisely
and they will travel better, have even greater appeal



Two-piece F & P face and fill corrugated carton is made in 1/2- and 1-bushel sizes.



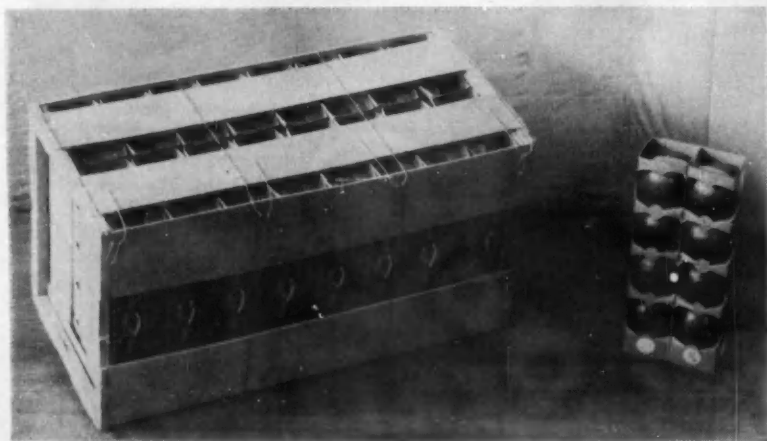
Among Fort Wayne boxes is this threesome: Above, left—1/2-bushel face and fill peach box; above right—8- or 12-quart berry box; below—face and fill or jumble pack 1/2- or 1-bushel apple display package.



The F & W ventilated berry crate comes in 16- and 24-quart and 24-pint sizes.



Apples travel in separate compartments in the ventilated Kys-Pak, oil-treated to prevent storage scald.



Individual cells built right into Fanci-Pak cartons prevent apples from turning or tumbling. Filled cartons are shipped to market in specially designed wirebound crate.



One type of VisQueen flexible film bag that is easily filled and fastened.

AMERICAN FRUIT GROWER

Beauties

YOUR orchard supply dealer is a good source for your package needs. If he cannot supply you, write direct to the manufacturers of the bags, boxes, and crates shown on these pages. Their addresses are:

Alford Cartons, Ridgefield Park, N.J.
Cincinnati Cordage & Paper Co., East Wayne & Scott Sts., Lima, Ohio.
Dobeckmun Company, 3301 Monroe Ave., Cleveland 1, Ohio.

Fort Wayne Corrugated Paper Company, 130 E. Douglas Ave., Fort Wayne 1, Ind.
Fruit & Produce Packing Company, Division Inland Container Corp., 700 W. Morris St., Indianapolis 6, Ind.

Keyes Fibre Sales Corporation, 420 Lexington Ave., New York 17, N.Y.
Milprint, Inc., 4200 N. Holton St., Milwaukee 1, Wis.

The Ohio Boxboard Co., Rittman, Ohio.
Union Bag & Paper Corporation, Corrugated Container Division, Woolworth Bldg., New York 7, N.Y.

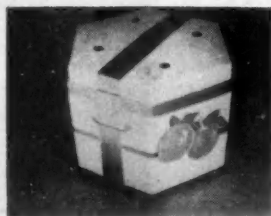
The Visking Corporation, Plastics Division, E. Fort Harrison Rd., Terre Haute, Ind.
Wabash Fibre Box Co., 2000 N. 19th St., Terre Haute, Ind.



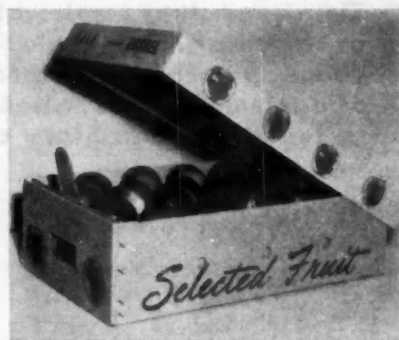
The "small fry" is attracted to popular characters, Dobeckmun Company has learned.



Kraft paper bags of Cincinnati Cordage are good for roadside or retail outlets.



No cushions or caps are needed with the Wabash 1/2-bushel corrugated Boxket.



F & W's 1/2-bushel Friday pack has oil-treated trays to prevent storage scald.



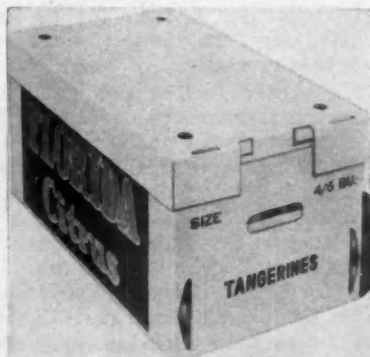
Mesh design flexible polyethylene bag of VisQueen, used here for oranges.



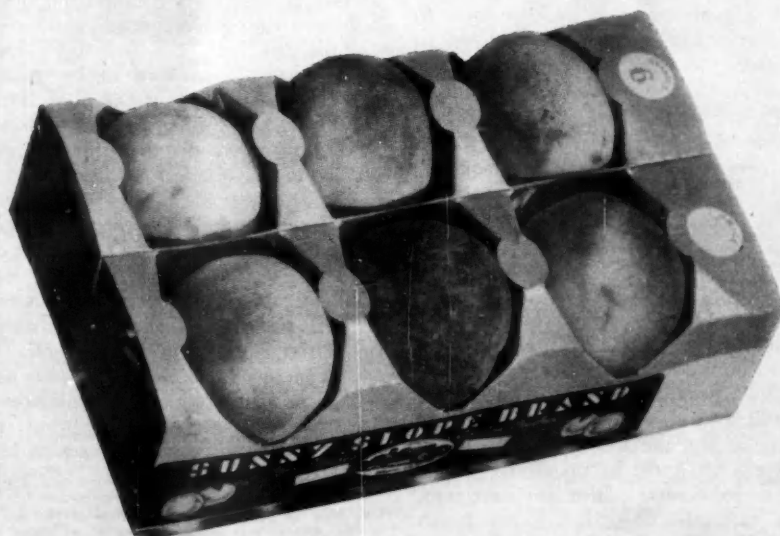
Ohio Boxboard's sturdy carton is available for face and fill, bulk, cell, or tray pack.



Blueberries in plastic mesh boxes are protected with cellophane printed by Milprint.



Shipping citrus in cartons such as Union container is proving highly successful.



Peaches in Fanci-Paks. Fanci-Paks are available which split into two or two cartons can be fastened together. Peaches in Fanci-Paks are hydrocooled after packing in crate shown on facing page.

The Story of the APPLE

- The dream that inspired the founding of the National Apple Institute 20 years ago promises to become reality as applemen plan a national campaign to tell the Health Story of the Apple



Courtesy L. R. Hart, Mgr., Sebastopol Fruit Growers Assn. National Apple Institute officers for 1955-56, elected at the recent San Francisco meeting, include, from left—John J. Timpson, Lowell, Mich., secretary; E. Blackburn Moore, Berryville, Va., board chairman; C. B. Lewis, Riverton, N. J., president; Desmond Shearer, Yakima, Wash., vice-president. Not shown—Patterson Bain, McBaine, Mo., treasurer; Truman Nold, 762 Jackson Pl., N. W., Washington 6, D. C.

By REUBEN G. BENZ *Past President, National Apple Institute*

THE National Apple Institute's 20th annual meeting, held in San Francisco June 17-20 and attended by over 200 apple growers from most of the important apple states, was a memorable one. The California Apple Growers Council did itself proud as convention host.

The convention program, under the guidance of Secretary Truman Nold and the national advisory promotion committee, proved interesting and constructive.

The really big news emanating from the convention has to date scarcely received public notice. Unanimous approval was given to a National Promotion Goal presented by resolution and covering the four crop years 1956-57, 1957-58, 1958-59, and 1959-60.

This resolution provides that each of the 20 regional members of NAI be requested to undertake to come to the June, 1956, meeting prepared to subscribe to the following joint National Apple Promotion Program on a basis pro-rata to quantity of fresh-marketed apples produced by it:

APPROXIMATE YEARLY BUDGET FOR FOUR-YEAR PERIOD COVERING FRESH-MARKETED APPLES

1956-57— $\frac{3}{4}$ c per box or bushel (about \$150,000)
1957-58— $\frac{1}{2}$ c per box or bushel (about \$300,000)
1958-59— $\frac{3}{4}$ c per box or bushel (about \$450,000)
1959-60—1c per box or bushel (about \$600,000)

(The 1955-56 NAI promotion budget is about $\frac{1}{8}$ c per fresh bushel.)

In adopting this resolution, the institute boldly approaches realization of the dream which inspired the founding and growth of NAI. The intent is for the nation's fresh apple growers to unite in providing funds for a consumer education program. The ultimate objective is to reach 50 million family units in America with the unique and dramatic health



and nutritional story of apples through publicity and advertising.

This has been the institute's ambition since the year of its beginning in 1935. Realization of the plan, however, had to wait until the regional members could organize and build strong local foundations upon which to erect an over-all national campaign. The decision reached at the San Francisco meeting reflects the judgment of industry leaders that the time has finally arrived to approach by well-defined steps a full-blown consumer promotional program by 1959-60.

The determination to take this action is not to be construed as a trend toward decreasing or abandoning regional promotional programs now aggregating budgetwise about $1\frac{1}{4}$ mil-

lion dollars annually. The National Program is not a substitute for, but rather a complement to the regional drives.

In accomplishing the consumer job on health and nutrition, the National Program will do that part of the apple selling job which no regional is able to tackle alone, namely, the telling of the apple story not in terms of origin, variety, flavor, availability, but rather in terms of valid health and nutritional values common to all apples.

The media to be employed in the National Program will be selected from time to time as the program grows to its full stature. The final goal is to make every parent, educator, child and student in America thoroughly conscious of the intrinsic values in the apple—"Nature's toothbrush" and wonderful storehouse of pectin and energizing natural sugars. In this effort, applemen are not becoming "medicine men," but proud salesmen of one of nature's choicest gifts to man.

Once this job is accomplished, the writer predicts that the apple will become not merely a delectable luxury to be purchased occasionally as the family budget may permit, but as a household necessity.

The writer further predicts that the regional members of NAI will accept the challenge of the San Francisco resolution; and that once the program it spells out becomes a reality, the apple industry will again be secure on the road to prosperity. No longer will apple growers need to pray for short national apple crops to bail them out of high costs. They will find the money used in consumer selling is not an added expense, but a long-term investment. THE END

Mr. Benz, of Yakima, Wash., author of *The Story of the Apple*, was elected director at large of National Apple Institute at San Francisco meeting, as were H. W. Miller, Jr., Paw Paw, W. Va., and John Chandler, Sterling Junction, Mass.



- Appalachian Peach Growers Organize Marketing Council
- Western Canned Bartletts To Be Promoted—Officially

New Marketing Organization

WEST VIRGINIA—Some 30 large-volume peach growers in the Appalachian area have organized a "clearing house" for day-by-day information on peach prices and markets.

Known as the Appalachian Peach Council, offices opened in Martinsburg, W. Va., July 8, may move eastward as season progresses.

President of the new group is R. Samuel Dillon, Jr., Hancock, Md., and treasurer is Malcolm M. Brown, Martinsburg, W. Va. In charge of the service will be a veteran peach marketer, Francis E. Cronenberg. The council will be supported by a one-half cent per bushel assessment.

Promote Canned Pears

OREGON—Bartlett pear growers in Washington, California, and Oregon have formed an official organization to promote

FORECASTING APPLE PRICES

In a move which surprised the apple industry, President Eisenhower last month vetoed a bill to prevent the USDA forecasting of apple prices.

The House and Senate had approved the bill, which added apples to the existing prohibition against forecasting of cotton prices.

The President's message said in part, "It is a vital responsibility of the federal government to gather and disseminate accurate, timely, comprehensive, and useful economic information." He felt that the bill would limit the USDA's ability to "counteract price rumors detrimental to the farmers' interest."

Commented Carroll R. Miller, secretary of Appalachian Apple Service which vigorously promoted the bill, "That's exactly what the shooting was about—the lack of accuracy . . . Accurate prediction of future apple prices is impossible, even for the wisest. Inaccurate predictions . . . are injurious to all concerned." The president, he said, acted on advice of USDA officials. Meanwhile, Virginia Congressmen who introduced the bill are mulling over ways to get it enacted at a future time.

canned pears. Known as the Pacific Coast Canned Pear Service, the organization continues the unofficial work which it has been doing for the past two years.

A \$130,000 promotion budget for the coming season was approved. As much as 75 per cent of the Bartlett crop in the three states is processed.

Farrell Wrenn, of Placerville, Calif., is chairman of the organization. Ray Forman, Big Y sales manager, is vice-chairman, and Fred Westberg, manager of the Washington State Fruit Commission, is secretary-manager.

Irrigated Orchards Weather Freeze

TENNESSEE—Several apple orchards which had been amply irrigated last year have fair crops this year despite the Big Freeze March 26-27 just before blooms opened. Several growers have had to thin Golden Delicious.

The peach "harvest" in West Tennessee netted an even handful at one 25-acre orchard, and just a pinch at several others. Only an occasional rusty pear can be found in most commercial orchards.

These and other observations made on a June trip lead to the conclusion that the

health and vigor of trees are determining factors in the cold-hardiness of the fruit. More attention needs to be given to site selection, soil management, and other cultural practices.—A. N. Pratt, Sec'y, Nashville.

Variable Production

MICHIGAN—Many growers are realizing more fruit than was expected after the May 9 freeze, while others are less fortunate. The variation in crop production from one farm to another is tremendous. The apple crop has been estimated at from 4.2 million bushels to 7.2 million bushels.

The red tart cherry crop has been estimated at 130 million pounds, compared to 91 million pounds for 1954. Peaches are estimated at 2 million bushels, pears at 800,000 bushels. Plums and grapes are light, with only 25 per cent of a crop.

Strawberry growers enjoyed a favorable season. Production was above last year, prices were high, and quality was good, thanks to weather. Many growers irrigated

their crops, which resulted in good size all season long. Many growers without irrigation suffered from dry conditions.—Arthur E. Mitchell, Asst. Sec'y, East Lansing.

Killed While Spraying

NEW YORK—A well-known Ulster County apple grower, Michael A. Moriello, was killed instantly when the engine of his small plane failed as he was spraying his orchard. The 40-year-old grower had been a director of the New York & New England Apple Institute since 1951. He was also active in the New York State Horticultural Society and the Hudson Valley Horticultural Research Cooperative.

Apple Crop Moving

KANSAS—Early peaches and apples are bringing good prices and meeting a strong market demand. Crops are clean, with moisture conditions better than in 1954.

Back on the Kansas State College horticulture page 27

FRUIT PEST HANDBOOK

(FORTY-FIFTH OF A SERIES)

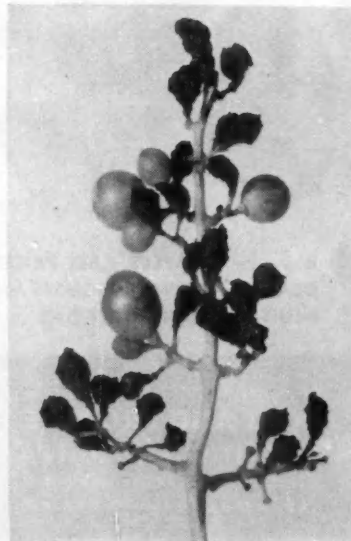
BLACK ROT OF GRAPES

BLACK ROT is a very important fungus disease of grapes in all areas of the United States east of the Rocky Mountains, but it is most destructive in the Southeast, where rainfall is heavy and humidity during the spring and summer is high. It occurs on all varieties of vinifera, or European, grapes and on most varieties of bunch, or American, grapes. In the Southeast it occurs also on muscadine grapes but is rarely serious. It does not occur in California or in the Pacific Northwest.

All green portions of susceptible grape vines may be affected with the disease. Infected areas may be found on the young stems, tendrils, flowers, leaves, or fruit. On the stems, tendrils, and flowers the spots are usually not conspicuous. On the leaves, however, they may be very apparent. Initial infections appear as small reddish-brown spots, generally encircled by a yellowish margin.

As the infection develops the spots increase in size and frequently several may grow into one large irregular lesion. On the surface of the spots are formed small blackish bodies which produce the spores, released during wet weather. If the spores blow to a susceptible area on a grape plant, they produce new spots under conditions favorable for infection.

The most important losses from the disease occur when the grape berries become infected. At first a small spot forms on the green fruit. On vinifera or bunch grapes this spot rapidly enlarges until the entire berry is rotted. The berry then shrivels and turns black. These berries persist as mummies in the grape cluster and on their surface small blackish bodies, identical with those that form on the leaf spots, develop and produce spores. In muscadine grapes, however, mummies do not form but a dark, shallow, scab-like defect mars the surface of the infected berries.



Black rot injury of grape. Courtesy USDA.

The causal fungus lives through the winter in the mummified berries of vinifera and bunch grapes and in the spots on the canes, tendrils, and fallen leaves of all susceptible grapes. In early spring, at the time the vines start to grow, spores are produced during periods of wet weather. Under favorable conditions of moisture and

(Continued on page 29)



SUPERIOR QUALITY CORRUGATED CONTAINERS



Apple Boxes • Tomato Cartons
Gift Boxes • Friday Packs
Peach Containers • Shredded
Oiled Tissue • Grape Baskets
Tomato Baskets • Banana
Cartons • Berry Crates
Roadside Stand Baskets
Crate Liners • Ring Pack
Equipment • Box Cushions
Box Liners • Shredded
Cellophane • Consumer Tray
Packages • Chip Box Liners
Box Caps • Basket Cushions
Polyethylene Bags • Basket
Caps • Corrugated Vegetable
Packages • Basket Liners
Fruit Wraps • Wenatchee
Fruit Picking Bags



Write for SAMPLES AND PRICES
DEALERS AND WAREHOUSES ALL
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Write, wire or phone MELROSE 4-2323
**FRUIT AND PRODUCE
PACKING COMPANY**
DIVISION INLAND CONTAINER CORP.
INDIANAPOLIS, INDIANA

F & P Ships Promptly From . . .

Warehouses: Ft. Valley, Ga. • Albion,
N. Y. • Winchester, Va. • Hartford,
Mich. • Nampa, Ohio • Cobden, Ill. •
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Plants: Middletown, Ohio • Ashtabula,
Ohio • Erie, Pa. • Macon, Ga. • Milwau-
kee, Wis. • Evansville, Ind. • Detroit, Mich.
Indianapolis, Ind. • Winchester, Va.

MECHANICAL PACKERS

Speed Filling of Apple Cartons

IS hand packing causing a bottleneck in your packing line? Automatic packing machines are now available which speed up and cut the cost of packing apples in cartons. Where a hand packer could turn out 50 to 60 boxes an hour, some of the new machines are turning out 150. And where hand packing costs 11 to 12 cents, costs with the new machines are running as low as 2 cents a box.

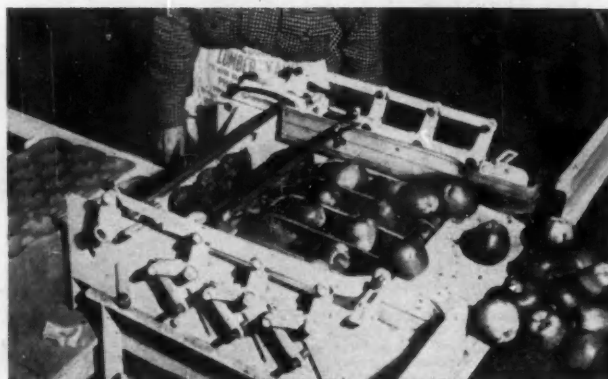
Three apple packing machines are on the market—or can be rented—this season. Over 300,000 boxes were packed last year with the Portable Tray-Pack developed by Northwest Equipment Co., Yakima, Wash. This machine packs the apples in trays, but

does not box the trays. Its speed is from 20 to 150 boxes per hour.

New this year is the Speedi Float-Packer developed by Fruit Industries Research Foundation, Yakima, Wash. It fills the tray and lowers it into the carton on a cushion of compressed air, does not bruise even thin-skinned Golden Delicious. Packing 80 to 90 boxes an hour, it fits all existing sizings; can be bought or rented.

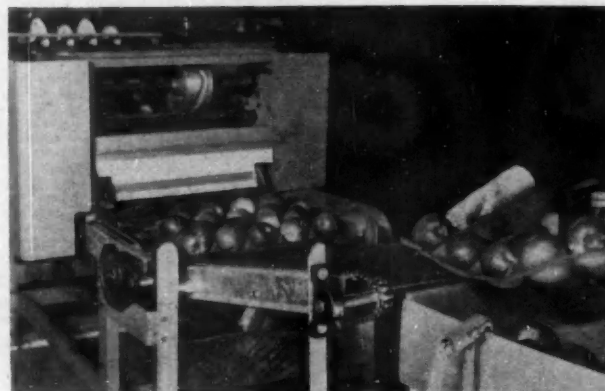
For rental only is the new machine of Clifton Grant Development Corp., Warren, Ohio. It is designed to pack 150 boxes an hour. The present model fills trays only, but Grant is working on a new model which will pack the trays in cartons.—*Jack Whitnall.*

With Portable Tray-Pack (right), apples enter machine from sorting table, fall into rows, drop gently onto tray fed into machine by operator. In this Yakima packing house, filled trays move to box filling machine, are stacked automatically, and box is dropped over the trays by the operator.



With Speedi Float-Packer (left), operator places empty tray into rack and inserts it into machine. Tilting table places metered quantity of apples (any size or variety) in tray spaces, and operator pulls tray back, straightens apples. Release bar is pressed, lowering tray into carton (any style) on cushion of compressed air. Filled box then rolls away to the conveyor belt.

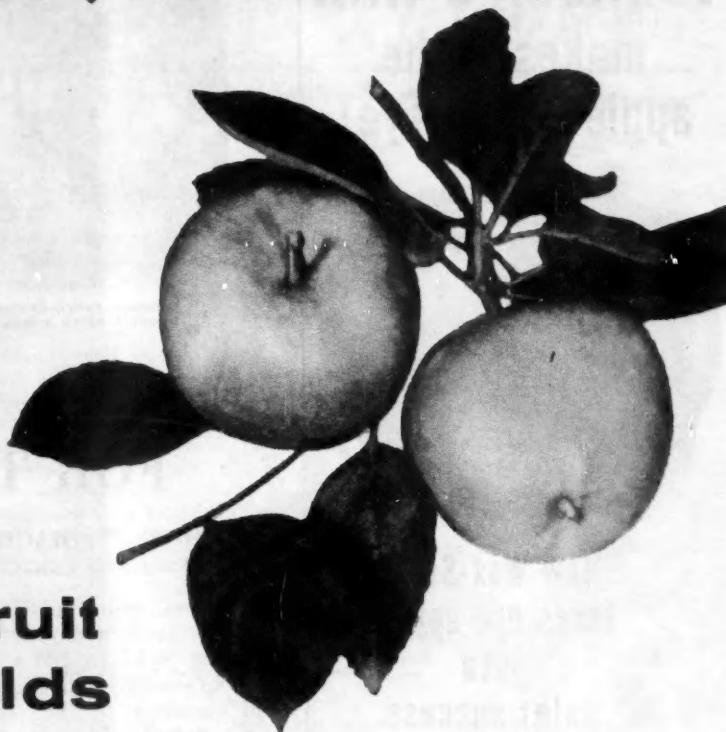
Apples enter Clifton Grant machine (right) from conveyor belt, are separated by cloth wheels. If any lone fails to receive an apple, conveyor belt is automatically stopped. Apples drop onto tray which moves onto conveyor belt from which operator lifts tray into box.



Today's safest, best all-round

MITE KILLER

**for
better kill
cleaner fruit
better yields**



ARAMITE®

Before mites bite, be ready with Aramite, the best and *best-known* mite killer. Protect your crops for higher yields of marketable fruit.

Aramite gives outstanding control of European Red Mite, Two-Spotted, Clover and many other mite species.

Long residual saves you costs of additional sprays. Aramite is easily applied, compatible with sulfur and many other insecticides and fungicides. Aramite does not kill natural predators.

**Order your Aramite supply from your local supplier;
write, phone or call us if he is unable to deliver.**



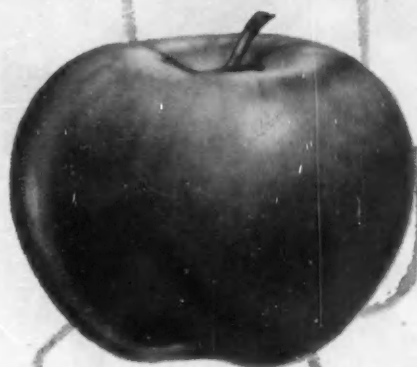
Naugatuck Chemical

**Division of United States Rubber Company
Naugatuck, Connecticut**



producers of seed protectants, fungicides, miticides, insecticides, growth retardants, herbicides: Spargon, Phygon, Aramite, Synklor, MH, Alanap, Duraset.

JOHNSON'S WAX
makes it the
apple of her eye!



**New Wax-Shine
turns eye appeal
into
sales success**

Colorful fruits glowing with Wax-Shine are eye-catching. They entice shoppers into produce departments. More fruit is purchased because colors are brightened and eye appeal heightened . . . and the fruit keeps its freshness longer.

Wax-Shine is a tasteless, odorless product. It reduces costs because fruit treated with Wax-Shine usually brings fancy-grade, premium prices . . . and, what's more, store life is increased while shrinkage loss in storage, shipment and stores is reduced.

Everyone, back through retailers, jobbers, shippers, packers and producers, stands to gain when Wax-Shine is used. It's so easy to apply. It shines without buffing. Wax-Shine adds days to the store life of fruits . . . and sales life to store days!

For full information on Wax-Shine, contact your local Johnson distributor, or write to:

S. C. JOHNSON & SON, INC.

Agricultural Waxes, Dept. AFG-8
Racine, Wisconsin



A happy outing and peaches of exactly the ripeness they want are a combination which brings customers back to your orchard to pick their own.

NO PAY FOR THESE PICKERS

By **W. W. MAGILL**

University of Kentucky

WHY not treat yourself to a harvest season without picking and marketing problems and at the same time help yourself to a long list of satisfied customers?

"No extra charge to pick your own" has become a marketing slogan among peach growers who have had the nerve to give it a trial. What's more, customers like the system. For once in their lives they get peaches of exactly the ripeness they want.

During the past 17 years I have used this "pick-your-own" method of selling my peach crop. Peach growing is not my "bread-and-butter business." My peach orchard is my "golf course," and a small one at that, with less than 3,000 trees but I plan to add another 1,000 this fall.

Some Don'ts

If you live in a commercial peach growing area where 50- and 100-acre orchards join each other, just forget this "pick-your-own" idea. However, there are hundreds of isolated peach orchards that could successfully use this marketing method.

If you don't like people, never try the system. And if you want to turn your orchard into a "madhouse," with everyone dissatisfied, tell each customer where to pick, how to pick, just how full to get the basket, and all the other "musts" that come to your mind, including "Leave your children at home."

On the other hand, you can greet the customers with a friendly smile, and say, "Glad to see you today. Here is the orchard and every peach is for sale. We don't charge anything extra for the privilege of picking your own.

We have some already picked over there in the packing and grading shed, but I am sure you will be like all our other customers—you'll want to get the largest and best peaches in the orchard.

"Our trade terms are simple. As long as the peach hangs on the tree, it belongs to us—when you pick it off, it belongs to you. Pick anywhere you like. If you want to pick a few fruits from 100 trees, that is just what we want you to do. If you want to pick a basketful of the "super-duper" big red ones at the top of the tree, use these picking poles." (Simply nail a pint tin cup or a No. 2 tomato or bean can to the end of a pole, and show them how to use it.

If the lady is driving a Cadillac and wants some very choice peaches to serve whole at her bridge party the next day, take time to help her find the best peaches in the orchard, for you can rest assured that nine out of 10 ladies at her party will be at your orchard within 24 hours to get a bushel just like they ate at the party.

One or two customers in 100 will pile an extra peck on top of their bushel. When you look over their baskets at the "pay-off" place in the orchard (probably under a shade tree), give the basket an "accidental" kick to knock the surplus off. Then as a friendly gesture, pick up a dozen that rolled off and lay them back on the basket.

Let 'em Eat!

Tell your customers to eat all they want of the overripe fruit. They won't average over three peaches apiece, and even with 4 persons to the car, this system of advertising will cost you less than 5 per cent.

Will they break off limbs and ruin

AMERICAN FRUIT GROWER

your orchard? There will be less breakage than you would have if your own family picked the crop. Furthermore, to the average customer, a ripe, catfaced peach is not a cull. We find folks willing to drive 20 to 50 miles to get the fancy ripe peaches that really have quality.

Naturally, your newspaper ads and radio plugs will tell your prospective customers to bring their own baskets, when they should come, where the orchard is located, etc.

Try This Approach

Finally, here is some advice from Frank Street, of Henderson, Ky., who is a past president of the National Peach Council, and who sold a 25,000-bushel crop in 1954 by the "pick-your-own" method. Frank says that if you want to move a few hundred extra bushels over the week end, use two or three radio spot announcements on Friday, saying that you are running short on tree-ripe peaches and you request customers to wait until Monday to come for their peaches.

Frank guarantees that you'll see 90 per cent of them Saturday or Sunday.

THE END

ASSOCIATE EDITOR AT SWISS CONFERENCE

DR. H. B. TUKEY, associate editor of, and frequent contributor to, the pages of **AMERICAN FRUIT GROWER**, is attending the Geneva, Switzerland, conference of the United Nations this month. He represents the United States as a delegate to discuss "Peacetime Uses of Atomic Energy" in the field of agricultural research.



H. B. Tukey

Well-known to fruit growers, Dr. Tukey is head of the department of horticulture at Michigan State University. His department has studied the use of atomic energy in developing a new understanding of the effects of fertilizers on plants.

He termed his appointment a "recognition of the work that men in my department have been doing in the field of tracer techniques in the application of fertilizers, especially foliar feeding of plants." Radioactive isotopes are used to measure the intake of nutrients by the plants.

Dr. Tukey will report on the implications of atomic energy for the fruit grower, as developed at the Geneva conference, in a coming issue of **AMERICAN FRUIT GROWER**.

AUGUST, 1955

SAVE MONEY—NOW build your own

fmc 1955 Stericooler[®]

Here is an opportunity to get the most modern, up-to-date hydrocooling unit available... the new 1955 Stericooler—at an amazingly low price.

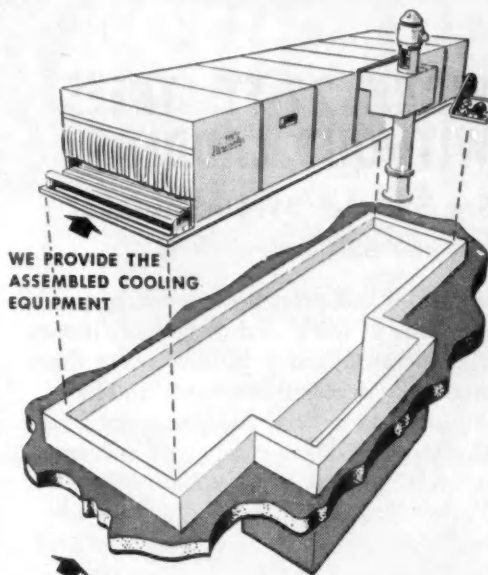
No other manufacturer has ever made an offer like this—you can buy a completely assembled Stericooler tunnel and conveyor unit (with Weir Box Pump and Motor, Drive gears and Motor Drive Unit ready for quick attachment on the job) less cooler tank and ice tank.

We give you detailed plans, specifications and instructions for building a concrete cooler tank and ice tank right in your own packing plant.

You save the considerable cost of prefabricated, cork-lined cooler and ice-tanks with no loss in insulation efficiency.

You get the benefit of new compact design, steel construction, greater cooling capacity, less ice consumption, greater production for the lowest possible price!

The 1955 Stericooler Model 31 (31-foot) or the Model 19 (19-foot) are available now.



WE PROVIDE THE
ASSEMBLED COOLING
EQUIPMENT

YOU BUILD YOUR OWN CONCRETE COOLER
TANK AND ICE TANK USING OUR
FREE PLANS AND SPECIFICATIONS

MADE IN 2 SIZES

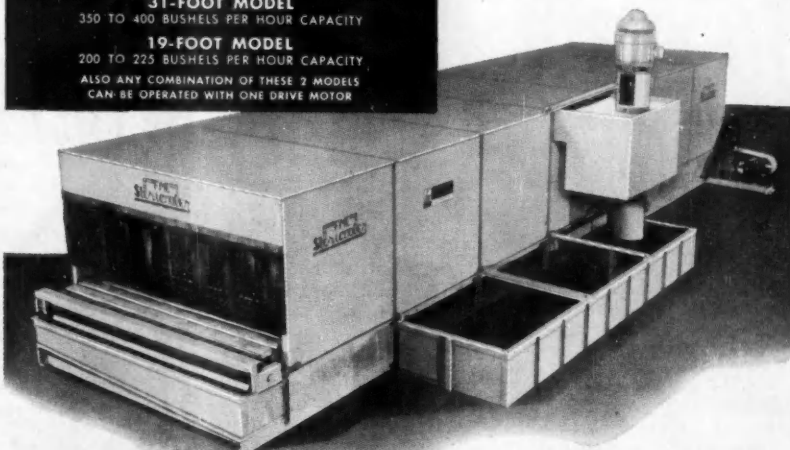
31-FOOT MODEL

350 TO 400 BUSHELS PER HOUR CAPACITY

19-FOOT MODEL

200 TO 225 BUSHELS PER HOUR CAPACITY

ALSO ANY COMBINATION OF THESE 2 MODELS
CAN BE OPERATED WITH ONE DRIVE MOTOR



Send Coupon for New Illustrated Bulletin No. 116



Gentlemen: Kindly send me more information on the new "build-your-own" Stericooler plan.

NAME _____

ADDRESS _____

RFD NO. _____



FLORIDA DIVISION

FOOD MACHINERY AND CHEMICAL CORPORATION
P. O. Box 1718—LAKELAND, FLORIDA

SC-2

*EXCLUSIVE TRADEMARK FOR FOOD MACHINERY & CHEMICAL CORPORATION'S SPECIALLY DESIGNED HYDROCOOLING UNIT.

Ride to Work and Make More Money!

WORK 22-FT. TREES WITHOUT LADDERS

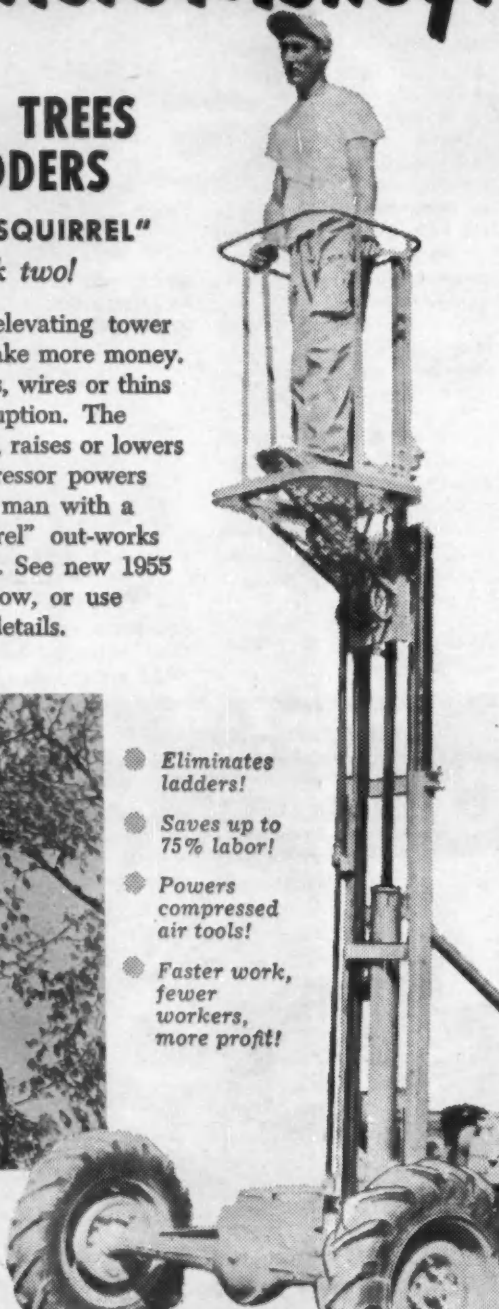
See how the "STEEL SQUIRREL" lets one man out-work two!

With this self-propelled elevating tower you "ride to work" and make more money. The operator prunes, picks, wires or thins practically without interruption. The "Squirrel" turns on a dime, raises or lowers at a touch. Built-in compressor powers air-tools. Owners say one man with a Blackwelder "Steel Squirrel" out-works two or three with ladders. See new 1955 models at your dealer's now, or use coupon below to get full details.



This operator can prune to a height of 22 feet, reach out a full 6 feet in all directions from the safe, self-propelled Steel Squirrel "cage"

- Eliminates ladders!
- Saves up to 75% labor!
- Powers compressed air tools!
- Faster work, fewer workers, more profit!



The **STEEL SQUIRREL**

Made by Blackwelder, maker of the famous Marbeet Harvester

BLACKWELDER MANUFACTURING CO.
Rio Vista, California

Please send me more information on the STEEL SQUIRREL.

Name _____

Address _____

City _____ State _____



Each operator can fill over 100 bags per hour.

Clyde Arnold's BAGGER

CLYDE H. ARNOLD, of Carbon-dale, Ill., has developed the apple bagging machine pictured above. With hand motions greatly reduced, one girl can fill and tie 100 or more bags per hour.

Arnold's apple bagger consists of a canvas padded cup mounted on balance scales, and attached to a conveyor belt table. Through gates in the side of the table, the apples flow into the cup. When it holds the desired weight, the girl tilts the cup into the bag and closes the gate. When the cup is returned to filling position, the gate opens automatically.

Plastic Bags Fast

Greatest speed is reached when filling polyethylene bags. With this type of bag, each girl can operate two machines. Film bags are placed on a conveyor belt and carried to a central closing machine. Mesh bags are slower, and must be closed by the girls.

Arnold says it takes about 10 per cent more labor to bag than to pack a bushel of apples. Per unit bagging cost of course fluctuates according to wage scale, efficiency of operator, and quality of fruit.

Costs of packaging materials for his 1954 apple crop are listed by Arnold, on a comparative basis. These do not include 10 per cent labor cost.

PACKAGING MATERIAL COSTS

		Master	
		Bags	Container TOTAL
10 4-lb. mesh bags\$.51	\$.22½	\$.73½
8 5-lb. mesh bags44	.22½	.66½
10 4-lb. polyethylene bags	.30	.22½	.52½
1 bushel basket and paper42

Sometimes, Arnold says, he can make more money by packing in bushel baskets. But he is convinced that bagging sells more apples, especially when prices are average or below.—Eldon S. Banta.

AMERICAN FRUIT GROWER

WINDFALLS

It is said that Isaac Newton while sitting under an apple tree was struck on the head by a falling apple. Thus he conceived the great truth of his Law of Gravitation.



By HENRY BAILEY STEVENS

Pruning at the Fair? "WHY not have pruning contests at state fairs?" This idea flashed into the mind of Barney Peltz, of Middle Island, N.Y., last winter when he was twisting around in a tree, shears in hand. Pruning, he argues, is the first step toward a successful year; do the job right, and easier spraying and picking, as well as better color follow. Therefore, at all fairs where fruit is a major exhibit why not turn the spotlight on pruning?

Since most fairs have no orchard on their grounds, our first thought was that the scheme would be difficult. But why not make large poster drawings with trunk and branches in skeleton outline, so designed as to pose a real pruning problem? Pass out small mimeographed sheets of each tree to contestants. Then let them go to work with a red pencil, showing exactly where they would make their cuts. Collect and grade the sheets. On the final day of the fair, illustrate the winning decision on the original poster.

If you too think Mr. Peltz has a good idea, pass it along to your local fair this fall, or to your state horticultural society.

Cuckoo Gets a Mouthful OUR keen observer of orchard birds, John B. Behrends of Chicago, tells of his experiences with the croaking cuckoo:

"The yellow-billed cuckoo is not seen or heard very often. Our attention is usually drawn to this long-tailed bird by its strange guttural notes, like 'cow, cow, cow,' or 'cow-uh, cow-uh,' repeated a number of times. When farmers do hear this throaty croaking, they claim it is a prediction of rain and like the sound during long summer droughts. But the bird is of great value in a different way, being one of the very few birds that will eat the fuzzy tent caterpillars that

often denude entire trees of their foliage.

"One day I watched a cuckoo become so gorged with caterpillars that he could scarcely swallow. His eyes seemed to roll from side to side, and he tilted his head a bit as though it was a painful maneuver. Surely his stomach would be lined with fur, and he would have to eat pebbles and other gritty substances to digest the hairy creepers!"

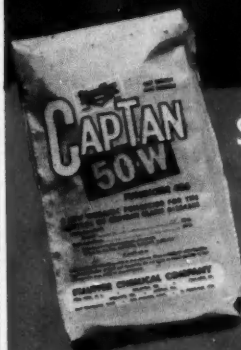
Fruit in the Old Yard "THE little red one-room schoolhouse on the corner, from which three generations of our family had gleaned their education, became our home following World War II," writes M. Erwood of Pittsboro, Ind. "Not much choice was offered a young couple then, so we began the long slow process of turning the sow's ear into a silk purse. Our first improvement was to plant fruit trees and grapevines in the front yard. This bothered some of the old-timers at first, but lately there have been compliments even from strangers. Peaches and pears have already come into bearing. Apples, apricots, cherries, persimmons and plums are on the way. A new lesson at the old school!"

Wanted: More Safety! WE'RE looking for stories or suggestions on Orchard Safety, and will celebrate Farm Safety Week by awarding a \$10 prize to the best contribution. The other day the tractor ran out of gas, and the neighbor boy took a five-gallon can back to the field. On the way he stopped to light a cigarette, and a spark ignited the can! He escaped serious injury, but our heart isn't beating quite normally yet. Tell us your story.

Address your "Windfalls" contributions to Henry Bailey Stevens, AMERICAN FRUIT GROWER, Willoughby, Ohio.

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"Ed" Sullivan's Carmelo has nuts four times larger than average large walnut, bore at three years.

Californian Develops

EARLY BEARING WALNUTS

Huge production on young trees may save growers
upwards of \$1,500 in per acre production costs

By NEALE LESLIE

THE English or Persian walnut industry has a good future, if new varieties developed in C. E. "Ed" Sullivan's experimental grove at Yuba City, Calif., are examples of what's coming.

Ed's 750-acre orchard is the largest walnut orchard in the world. He has a 5-acre experimental plot.

Sullivan is getting huge production records—more than 4 tons to the acre—from 10-year-old trees growing on disease-resistant rootstocks. Nuts are king-sized, about four times the size of an ordinary large walnut.

The most sensational is the Carmelo, with huge nuts that appeared only three years after planting. Growing in clusters of three, nuts contain 53 per cent meats, compared with the usual 35 per cent. Seven years after planting, its production is running about 2½ tons to the acre.

Sullivan believes that the Carmelo is a cross between the Bijou and Payne walnuts, and he has two strains of the new variety. Nuts are so large that they must be custom-hulled, thus are not commercially feasible.

However, his Nugget variety, so-called because of its golden kernel, has great commercial significance because of its amazing production and easy hulling. At seven years, it yields 3½ tons to the acre.

Nugget is believed to be a cross of the Payne, Eureka, and Franquette varieties, and has smaller nuts than the Carmelo. It has 99 per cent large, well-filled nuts, and appears to be resistant to sunburn.

In developing disease-resistant strains, Sullivan noted that a Paradox walnut thriving in ground infected with deadly oak root fungus appeared resistant to the disease. Using an air layering technique, he established root systems and planted three of the resulting trees around the trunk of a walnut tree dying of fungus. He then inarched the tips of the seedling trees into the trunk of the dying tree, thus providing it with a new root system. The sick tree threw off the disease, its foliage increased, and production shot up.

Sullivan believes that his new walnut varieties can pay their own way 10 years earlier than present varieties can do. On this assumption he estimates that commercial growers could save about \$1,500 per acre in production costs.

THE END

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STELEMASTER STRAWBERRIES

Where can I obtain plants of the Stelemaster strawberry which is supposedly resistant to multiple strains of the red stele disease?—Ohio.

You can obtain them from W. F. Allen Co., Salisbury, Md.; Rayner Bros., Salisbury, Md.; Buntings' Nurseries, Selbyville, Del.; Sinclair Nurseries, Dayton, Tenn.

BAIT TRAP

What is a good bait trap for trapping flies of apple maggots?—Illinois.

A trap can be easily made from a 5-pound honey pail or similar container. Fill it with clean water and add a tablespoon of household ammonia. It is necessary to add ammonia every few days. C. L. Fluke, of the department of entomology, University of Wisconsin, advises using clean pails, not rusty ones. Hang the pails on the sunny side of the trees and inspect daily.

MOISTURE MEASURING DEVICES

Where can I obtain the moisture measuring instrument mentioned in the article by Dr. A. L. Kenworthy in June AMERICAN FRUIT GROWER?—Georgia.

The instrument described is available from Industrial Instruments, Cedar Grove, N. J. Other moisture measuring devices are available from: Rayturn Machine Corp., 8200 S. E. 7th Ave., Portland, Oreg.; American Farm Equipment Sales Co., Crystal Lake, Ill.; General Scientific Equipment Co., Hamden, Conn.; National Agricultural Supply Co., Fort Atkinson, Wis.; T. W. Prosser Co., 3695 Main St., Riverside, Calif.

FROST SUSCEPTIBILITY

How do apple varieties differ in their susceptibility to frost damage?—British Columbia

There is considerable variability in what blossoms will stand depending upon the weather that has preceded the freezing temperatures. If the weather has been warm and growth is proceeding rapidly, a freeze appears much more damaging to all varieties than if the weather has been relatively cold and growth has been proceeding slowly. Under the latter condition, apples of all varieties will often come through with a full crop under conditions that we would expect to largely destroy them. Among important varieties Delicious appears more tender at the late bud and bloom stage than most other varieties, according to J. R. Magness, USDA. This difference is not great, but is enough that the crop on Delicious may be largely lost where other varieties blooming at the same time and exposed to the same conditions are much less severely damaged. York Imperial seems to be quite tender in the cluster-bud stage. In some seasons it seems to be damaged more than other varieties when a sharp freeze occurs some time in advance of blossom opening.

Late blooming varieties such as Northern Spy and Rome Beauty and its sports are much more likely to escape frost damage than early blooming kinds.

Among varieties which have the reputation of setting crops even though considerable frost may occur are Yellow Transparent, Winesap, Wealthy, Golden Delicious, and Rome Beauty. Delicious and Stayman are generally considered rather tender in bloom. Most of the other varieties fall in an intermediate class.

AUGUST, 1955



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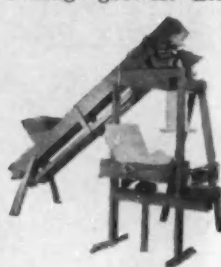
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Sales Appeal




The quickest way to sell your fresh fruit and processed products is to use an attractive label. Not only for original sales but for repeat sales it is important to establish your brand name. Several Michigan growers are using the well-designed and inexpensive labels made by the Bartlett Label Company, 2136F Portage St., Kalamazoo, Mich. Write today. The selling season isn't far off.

How Much and When



Millions of gallons of water are wasted each year by fruit growers who irrigate too soon or too late. To take the guesswork out of the job, we recommend the "Aquaprobe." This instrument tells you when and how much to irrigate. Easily adjusted for your particular type of soil, it gives very accurate readings, and costs only \$32.60. Write Dan Pikosky, General Scientific Equipment Co., 3001 Dixwell Ave., Hamden, Conn., for the facts.



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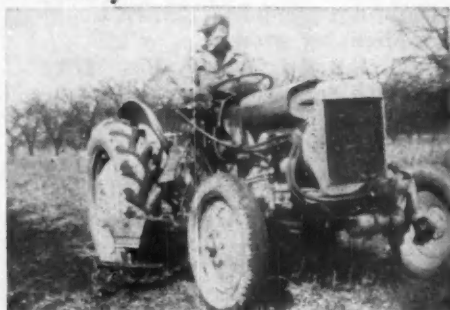
- ROTARY HOE
- PACKAGING DEVICE

Internal Tree Medicine

At the Kleir Ranch in La Habra, Calif., there was serious consideration of pulling out an avocado grove. The trees were sick and not bearing. A California scientist convinced the Kleirs to try a new method of internal feeding which had done a remarkable job in other orchards. Today their trees are bearing heavily, and a good deal of money has been saved. They used the Mauget tree feeder. Simple and inexpensive, this kit feeds into the sap stream trace elements which your trees may not be able to absorb through the leaves or roots. Write Bob Carter, Mauget Company, 3361 Union Pacific Ave., Los Angeles 23, Calif., for details.



It's Easy



A new rotary hoe has been saving growers in western Pennsylvania money and time. Built to fit any tractor, the new orchard tool has proved itself in actual orchard and vineyard work. Built by growers, it will meet the most rigorous orchard conditions. Its cost is small, and results are amazing. Why not write K. S. Perdue at Perdue & Orton Co., 105 Clay St., North East, Pa.

Lift Profits

The USDA has released a film on material handling for fruit growers. The film, which I have seen, makes this striking point. Time studies clearly show that a lift truck pays for itself in one season. The Grand Lift King is simply and strongly constructed, and its cost is unbelievably low. The company makes 14 different models with lifting capacities from 750 to 3,000 lbs. Write A. M. Sasgen, Allied Mfg. & Sales Co., 3113 W. Grand Ave., Chicago 22, Ill., for details.



AUGUST, 1955

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Used in 21 Countries
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Saves Time — Reduces Bruising

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SPEEDING THE HANDLING OF PEACHES

(Continued from page 11)

with ice water, and requiring 20 minutes to make the trip. In this brief period peaches with a temperature of 92° are chilled down to 48°-50°. Chlorinated ice water is used by the Caggianos as the cold checks any bacteria that may be on the peaches, while the chlorine destroys it.

The peaches, cooled and packed in bushel boxes, are stacked on pallets, allowed to drain, then shifted by Clark lift truck into the 40,000-bushel cold storage plant where a 34° temperature is maintained. Throughout the entire operation, laborsaving equipment is used whenever possible and the mechanical operation of the cold storage doors is no exception. The lift operator simply pulls a cord which operates the control mechanism, and the door opens. The "Air-Lec Door Operator," made by Schoelkopf Mfg. Co., Madison 4, Wis., operates by compressed air. Once inside the cold storage, the operator pulls another cord to close the door.

Hydrocooled peaches are kept in cold storage from 1 to 14 days without fear of decay. Peaches are removed from storage and repacked in new bushel baskets and liners under the Sunny Slope label on a Fred Durand (Woodbury, Ga.) automatic conveyor. A basket turner (Fred Durand Co.) right-sides the new pack, and the cover is added. The peaches, now ready for market, are stacked on pallets and moved by a lift truck to a loading platform where refrigerated trucks move them to market.

The Sunny Slope Farm label commands a premium price. One truck driver claimed Sunny Slope peaches were bringing an extra 50 cents a bushel, sight unseen. Hydrocooled peaches keep 5 to 7 days longer than

ordinary peaches on a grocer's shelf.

When a different variety of peaches is being sent through the hydrocooler, an empty peach basket is sent ahead to remind workmen to keep varieties separate. Peaches too ripe to pack are sold to local customers who pick them up at the plant almost as fast as they come off the line.

Sunny Slope Farm has a number of ponds and streams and uses over 6 miles of pipe for irrigation purposes. Bringing their hydrocooler into full operation in their farm program not only places Sunny Slope Farm ahead of competitors but goes a step farther toward giving customers top-grade fruit. **THE END**

SPRAYMEN—TAKE HEED

REPORTS of careless and indifferent attitudes toward using safety precautions when spraying were climaxed in June with the death of a prominent Berrien County, Michigan, grower.

Chester Warsco, 53, died after spraying on a windy day with parathion. Although first cause of death was thought to be a heart attack, an autopsy disclosed death due to toxic poisoning. Mr. Warsco complained of stomach cramps following spraying, and died the next morning.

Use of a respirator and protective clothing are necessary precautions when mixing and applying sprays. For an up-to-date discussion of safety procedures for spraymen, see the May, 1955, issue of *AMERICAN FRUIT GROWER*, page 39, in which William M. Upholt, of U. S. Public Health Service, gives his conclusions after a two-year study of the danger to spraymen from exposure to toxic sprays.



COOL YOUR PEACHES RIGHT IN THE ORCHARD

This self-contained, mobile hydrocooler, designed and built by Durand Manufacturing Co., Woodbury, Ga., is ready to operate immediately upon reaching location, when ice and water are added. The new unit differs from all previous mobile hydrocoolers in that it does not have to be dis-

assembled when transported. Pump and conveyor are operated by the same engine, making it independent of all outside power requirements. It can be purchased with any size of trailer, and has a capacity of 211 bushels of peaches per hour. It takes 500 gallons of water, 2,000 pounds of ice.

AMERICAN FRUIT GROWER

STATE NEWS

(Continued from page 15)

culture staff is R. W. Campbell, after a year's graduate work at Michigan State University.—*W. G. Amstein, Sec'y, Manhattan.*

Entomologist Dies

TEXAS—Dr. S. W. Bilsing, retired entomologist and department head at Texas A & M College, died recently. He is well-known to pecan growers for his studies of the pecan nut casebearer, and was awarded the distinguished service medal of the Texas Pecan Growers Association for this work.—*A. H. Krezdorn, Sec'y, College Station.*

Citrus Growers Meet

FLORIDA—More than 1,300 persons were on hand to make the 7th annual Florida Citrus Mutual meeting in Winter Haven the best-attended yet.

Principal speaker was Kansas Senator Andrew F. Schoepel, who has studied the Florida citrus situation as a member of the special Senate subcommittee on agricultural surpluses.

Sen. Schoepel criticized the State Department for not giving fruit growers the kind of assistance they need in reopening foreign markets, especially in Britain, where Florida grapefruit sections are literally frozen out.

He congratulated growers for coming up "without subsidies, through difficulties. You were farsighted enough to see the need for an organization to whip your problems—and you have whipped most of them."

Florida Citrus Mutual was organized seven years ago as a co-operative marketing organization. Mutual was instrumental in getting a \$2 million appropriation through the last state legislature to fight "spreading decline," which poses a serious threat to Florida citrus.

Queen Wins Scholarship

PENNSYLVANIA—For an essay on the peach industry, Nancy Marsteller, 19-year-old state and National Peach queen, was awarded a \$1,000 scholarship by the Pennsylvania Grocers' Association. It will come in handy as Nancy begins her sophomore year at Elizabethtown College.

Nancy topped eight other Pennsylvania agricultural queens in an essay contest

season. The blueberry crop is coming on fast, with hot early July weather. Peach harvest began June 30 with Sunrise.

Hail damage has been severe in scattered orchards. Hail fell in all fruit growing areas of the state in June.

Charles D. Barton, 82-year-old Marlton grower, died June 13. A strong supporter of the New Jersey State Horticultural Society, he served as president in 1926-27.—*E. G. Christ, Sec'y, New Brunswick.*

TWO APPOINTMENTS

NEW executive secretary of Western New York Apple Growers Association is Winston J. Klotzbach, former Cayuga County agricultural agent.

He succeeds L. A. "Steve" Putnam, who resigned to become manager of the newly-organized Lake Ontario Fruit Growers Cooperative, with offices in Lockport, N.Y. This group will market the fruit of Niagara and Orleans County growers.



W. J. Klotzbach



L. A. Putnam

The Western New York Apple Growers Association, which has its office in Rochester, promotes and advertises apples and apple products for some 800 growers. Its membership produces about 70 per cent of the apples grown in western and central New York. Klotzbach has also been appointed executive secretary of the New York Cherry Growers Association. A graduate of Cornell University, he grew up on a farm in Genesee County. Instrumental in making possible the new Rochester Regional Market, he was awarded Radio Station WHAM's Special Award for Outstanding Leadership in the Field of Agriculture.

Strawberry Growers Praise ANF

CALIFORNIA—The Central California Berry Growers Association, through its manager, C. Lloyd Colby, recently complimented its co-operative marketing organization, American National Foods.

We have had this season, "a beautiful deal, and I think there is no question but what marketing through the American National Foods has made it so," said Colby.

"ANF has done an amazing job of selling Naturipe Strawberries. We say amazing, because in many instances its representatives have not handled any substantial volume of strawberries in the past, and in many instances have had no previous strawberry selling experience."

American National Foods sells produce under the famous Blue Goose label, acquired when it bought out American Fruit Growers, Inc., in 1953.

President Eisenhower, recently presented with a gift of Naturipe strawberries, sent a thank-you note which began, "I cannot remember having seen larger, or tasted more delicious, strawberries than these . . . from Santa Cruz and Santa Clara Counties . . ."

representatives have not handled any substantial volume of strawberries in the past, and in many instances have had no previous strawberry selling experience."

IDAHO—Cherry harvest started July 5, about two weeks later than usual. Trees are heavily loaded.

Peaches will be ready around September 1 for the Gleason Elberta and the J. H. Hale. The apple crop will be of good quality. Meanwhile, growers are busy thinning.—*Anton S. Horn, Sec'y, Boise.*

(Continued on page 29)

ASHS TO MEET AT MICHIGAN STATE
LEADING horticulturists from all parts of the country will report results of recent experiments at the annual meeting of the American Society for Horticultural Science, to be held at Michigan State University, East Lansing, September 6-8.

Some of the outstanding papers that will be presented in the field of fruit growing are as follows: Prepackaging oranges; leaf analysis; performance of virus-free strawberries; dwarf apple varieties; fruit sprays; citrus rootstocks; peach replanting; chemical thinning of peaches; and growth regulators on pears.

on the industry each represented, and in interviews based on poise and personality.

She was chosen Pennsylvania Peach Queen because she baked the best fresh peach dessert in a statewide contest last August, and went on to become National Peach Queen in February.

Apple Thinning Sprays

NEW JERSEY—Growers are reporting success with apple thinning sprays on all varieties except Starr and Rome. The Starr harvest began heavy on July 5.

Strawberry growers had a successful

PUMP UP TIRES
the easy way
with Engine Power

Guaranteed 2 years
Pumps cool clean air

The Enginair Tire Pump and Gauge ends tire pumping problems forever—Pumps only COOL CLEAN air at pressures up to 105 lbs. Comes complete with gauge and 16 feet of long-lasting flexible hose. Guaranteed not to harm engine—millions in use.

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Here's all you do:
1. Remove one spark plug, screw pump unit into opening.
2. Start engine—let it idle. Attach hose to tire valve.
3. Read the dependable gauge. Pump fills tire—quickly and easily.

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ONE IRRIGATING OUTFIT. CAPACITY 500 gal. per minute, power-^d by a Chrysler Industrial motor, 700 ft. of 4" ch pipe and 12 No. 70 sprinklers. In A-1 shape. Trailer mounted. \$1,800 complete. R. A. SIVON, Lane Road, Perry, Ohio.

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Advertisement



From where I sit ... *by Joe Marsh*

Modern Science Finally Catches up With Grandpa

I got put in my place the other night. Deserved it, too. My father-in-law said we were about due for some bad weather. "Birds are flying low," he reported. "That always means a storm brewing."

I started to josh with the old gentleman about being superstitious. Then my nephew Jim, who's on vacation from the agricultural college, pipes up. "Grandad's right," he says.

"At least, that's what they say at school," Jim goes on. "The heavy air you get before a storm forces insects down low—so high-flying birds have to swoop along

the ground if they want to eat."

From where I sit, there's probably sound reasoning back of most old sayings . . . back of *anything* people have learned to believe in. Take the idea of a stitch in time saving nine—sparing rods and spoiling children—of drinking hot milk, or a refreshing glass of beer, at bedtime. You may not hold with any of these beliefs *yourself* . . . but it's not smart to give them the "bird."

Joe Marsh

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WINES: MAKE YOUR OWN FROM GRAPES, raisins, berries. No special equipment needed. Printed directions, 25¢ coin. TIMBERLAKE ENTERPRISE, Box 1401, Denver 1, Colorado.

FREE SAMPLE "DREXALIN." CLEANS, deodorizes cesspools, septic tanks, outhouses. INDUSTRIAL LABORATORIES, 657 W. Mari-rosa, Altadena, California.

BERRY BOOK: "THIRTY YEARS OF BERRIES." Raspberries and Strawberries, 84 pages, price \$1.00. P'paid. ROY TURNER, 315 Livingston St., Peoria, Ill.

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ORCHARD FOR SALE

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WANTED USED SMALL SIZE APPLE polisher and brusher. H. L. GREENFIELD, 5713 Euclid Avenue, Cleveland 3, Ohio.

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USDA

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The spool-like objects above are the rollers of a new "float-roll" sorting table developed by USDA's marketing research department. Fruit rides on top of the rollers, which extend clear across the table. Speed of movement is controllable. As the fruit moves to the sorter, it turns over-and-over and round-and-round, making for easier, cheaper, and more efficient grading.

Because of its greater capacity, more fruit can be packed daily, and other packing operations are speeded up.

Designed particularly for apple grading, the "float-roll" table can also be used to grade other fruits and vegetables. It has been tested extensively by the Washington State Apple Commission, and USDA is now seeking a "public-use" patent.

STATE NEWS

Hail Hits

VIRGINIA—The apple and peach crops suffered a further setback in a series of hailstorms.

The director of the Virginia apple advertising campaign for the past two years, A. M. Wearstler, of Greenwood, died recently.—*John F. Watson, Sec'y, Staunton.*

Increase in Apple Crop

CONNECTICUT—A preliminary apple forecast indicates a substantial increase over last year. Best guess: 1,500,000 bushels. Peaches are pegged at 140,000 bushels, pears at 40,000 bushels.

Alex B. Smith, veteran fruit grower of Clintonville, died recently. Alex was born 77 years ago, June 20, 1878, on the farm where he passed away. The farm has been in the Smith family for six generations, with the seventh generation almost ready to take over. The highest honor of the Connecticut Pomological Society—the Award of Distinction—was bestowed upon Mr. Smith in 1954.—*S. P. Hollister, Sec'y, Storrs.*

William Charles Bewley

GEORGIA—William Charles Bewley, 71, died recently at his home in Macon. Mr. Bewley, associated with the Georgia Fruit Exchange and Georgia Peach Growers Exchange for some 35 years, was tireless in promoting the welfare of Georgia peach growers.—*E. F. Savage, Hort., Experiment.*

Cider Mill Inspection

MASSACHUSETTS—The Massachusetts Fruit Growers' Association has adopted a plan of inspection and certification of cider mills for the purpose of improving the quality of sweet cider made and sold in the state. The inspection will be based on the "Sanitation Requirements for Cider Mills" as set forth in Special Circular No. 248, available from the Massachusetts Extension Service and county agents.—*A. P. French, Sec'y, Amherst.*

Co-ops Merge

CANADA—The two largest fruit growers' organizations on Niagara Peninsula, repre-

sented about 700 growers, have consolidated to form Niagara Fruit Orchards Ltd. Canadian Concord Ltd., a St. Catharines firm with a shareholder body of 300 fruit growers and 200 associate growers, joined with the 180 members and several hundred patrons of Niagara Township Fruit Co-operative Ltd., to form the new co-op. The company will buy and market all types of domestic fruit and all of its branches will carry a full range of growers' supplies.—*George E. Toles.*

GRAPE BLACK ROT

(Continued from page 15)

temperature, the spores may land on the new growth of a susceptible host, and start new infections. The spots develop rapidly and more spores are soon produced; these spores in turn infect susceptible parts of the grape, especially if periods of rain or high humidity occur when the grape tissues are young and tender.

Certain varieties of bunch grapes are much more resistant to the disease than others. Some resistant varieties are Campbell Early, Delaware, Dracut Amber, Eaton, Lucille, Lutie, Moore Early, Portland, and Worden. The possibilities of developing additional excellent varieties of bunch grapes and vinifera-bunch grape hybrids that will be immune from black rot are very promising.

Control. On susceptible varieties this disease can be controlled very effectively with sprays of ferbam or Bordeaux mixture. Ferbam is preferable to Bordeaux because it does not injure the plants at the rate recommended. This rate is 2 pounds of ferbam per 100 gallons of water, used at about 250 to 300 gallons of mixed spray per acre. When Bordeaux is used at the rate of 4 pounds each of copper sulfate and hydrated spray lime per 100 gallons of water, or occasionally at higher rates in the early spring, injury to the foliage and vines results so that new growth may be less and yields may lower.

Four sprays of ferbam in the spring are usually sufficient to control the disease in northern states. These are applied 1) when the new shoots are 7 to 10 inches long; 2) 3 to 5 days before bloom; 3) immediately after the petals fall; and 4) 10 days after petal fall. In southern states, where weather conditions are more favorable for infection over a longer period, more applications are necessary. Here the schedule should be started when the new growth is 1 or 2 inches long, continued as outlined, and extended to include sprays at intervals of 2 weeks while the fruits are developing. Growers in the South should consult their state agricultural experiment stations for detailed information on spray schedules.

No spray schedules have been recommended to control black rot on muscadine grapes.—*A. C. Goheen, USDA.*

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• Fruit for Health •

What Does the Processor Want?

SOMEBODY needs to put down on paper just what it is that the processor wants by way of raw fruit to give the product that his customers desire.

On every hand, so it seems, somebody is saying, "We need a different variety if we are going to stay in the processing business." But ask the processor what he wants, and you will get as many answers as there are processors in the room. Some fruit growers have expressed the opinion that they wonder if anybody knows. It begins to look as though this is a

fertile field for discussion, which we need to tackle and find out about.

By way of starting the ball rolling, here are some open questions:

What does the freezer want in the way of a strawberry? a peach? an apple?

What does the canner want in the way of a strawberry? a peach? an apple?

Other questions will naturally appear. But how about it? Who will contribute a few ideas?

A Farmer

WITH A loving twinkle in its editorial eye, the *Georgia Farm Bureau News* recently printed the following definition of a farmer:

A farmer is a man who starts out with nothing, loses on everything he grows and comes out even at the end of the year. Nobody knows how he does it. He doesn't even know himself.

Anyone looking over his farm would think the smartest man in the world would starve trying to tend it. That would be right. The smartest man would starve, but not the farmer. His wife wouldn't let him starve. She has one basic menu: she serves whatever she has. In good years she serves half a dozen vegetables at a meal; in lean years she jumps from poke salad to black-eyed peas.

A real farmer can shape an axe handle from a persimmon sprout and put it in with a dull pocket knife. He has a serviceable set of harness fashioned from hay wire, feed sacks, and a few scraps of leather. He grows corn for the squirrels so the city sportsman may have something to shoot at in due season.

He is the world's greatest optimist. He believes that the fact he has come this far is proof that he can continue to the end. He buries last year's disappointments with the spring plowing and lives for the future. His faith isn't in himself alone.

Jokesters say he consults the almanac before he plants his crops and has his teeth pulled in the dark of the moon so they won't sprout, and perhaps he does sometimes.

But, after a hard week's work, he drives five miles to church because

his heart still holds the eternal truths that worldly, wiser men have lost. If any man aspires to the title of farmer, let him measure himself by this standard.

He must have worn out two pairs of overalls growing enough cotton for one; he must regularly do half a day's work before the sun comes up and another half day's work after the sun goes down; he must have the heart to plant in hope, cultivate in faith and end in failure, and start all over with greater hope and stronger faith.

This is a farmer. Heaven helps the family that depends on him for support. Heaven help the nation that does not have him to depend upon for its support.

Fruit Growing is Such Fun!



Fruit Talk

The sunless autumn of 1954 had a bad effect on the cider in England, so that at a recent meeting much of it was described as "all arms and legs," which is another way of saying that it had no "body."

Growers in Arkansas and Missouri say that the peach tree responds to supplemental irrigation much better than does the apple. They say that the peach needs 1 inch of water every 10 days in addition to what subsoil moisture there may be.

The Northwest variety of strawberry looks better in the Pacific Northwest than does the Marshall.

After 20 years of "manurial trials" in England it is concluded that apple trees require 200 pounds of potash per acre, that the young trees require 300 pounds of sulfate of ammonia per acre, and that older trees require 500 pounds. Some growers apply as much as 1000 pounds on large trees in grass.

Golden Delicious apples stored for six months at 31° F. showed 70 per cent shriveling and 70 per cent weight loss, compared with no shriveling and only 1 per cent weight loss where film box liners of polyethylene were used. The liner should not be sealed, since a buildup of carbon dioxide occurs, which gives an off-flavor to the fruit.

Like the 4-minute mile that could not be run until Roger Bannister ran it, the strawberry aphid, which is the vector responsible for the spread of strawberry viruses, was not found in Michigan until Dr. Don Scott of Beltsville recently found it. Now everybody sees it!

The most effective protection of deciduous tree fruits against spring frost (according to the lessons of 1955!) is a carefully selected frost-free site. There is nothing that pays off so well in the fruit industry as a good site.

Years ago, the late Liberty Hyde Bailey prophesied that as the country became older it would be necessary to breed varieties of plants which were expressly adapted to restricted local areas rather than to great cosmopolitan regions.

Dr. E. F. Savage of Georgia has unearthed and reprinted a most interesting story by Hugh N. Stearns reporting in detail the destructive freeze in that area in 1894—almost identical to 1955. *Nil desperandum* is the admonition, which freely translated means, "Keep a stiff upper lip."

Following the passage of a bill by the Maryland legislature, fireworks may be used by growers of crops in that state to help reduce bird damage. (What an opportunity for youngsters with imagination!)

Says Marc Hutchinson, past president of the National Canners' Association, "You can't take anything better out of a package or can than you put into it."

—H. B. T.

Coming Next Month

- Why Some Growers Make Twice As Much Money as Others Do
- How to Choose a Commission Merchant
- Think of These Points When Selling to the Chains
- Advantages of Co-operative Selling
- The Inspection Service—Use It!



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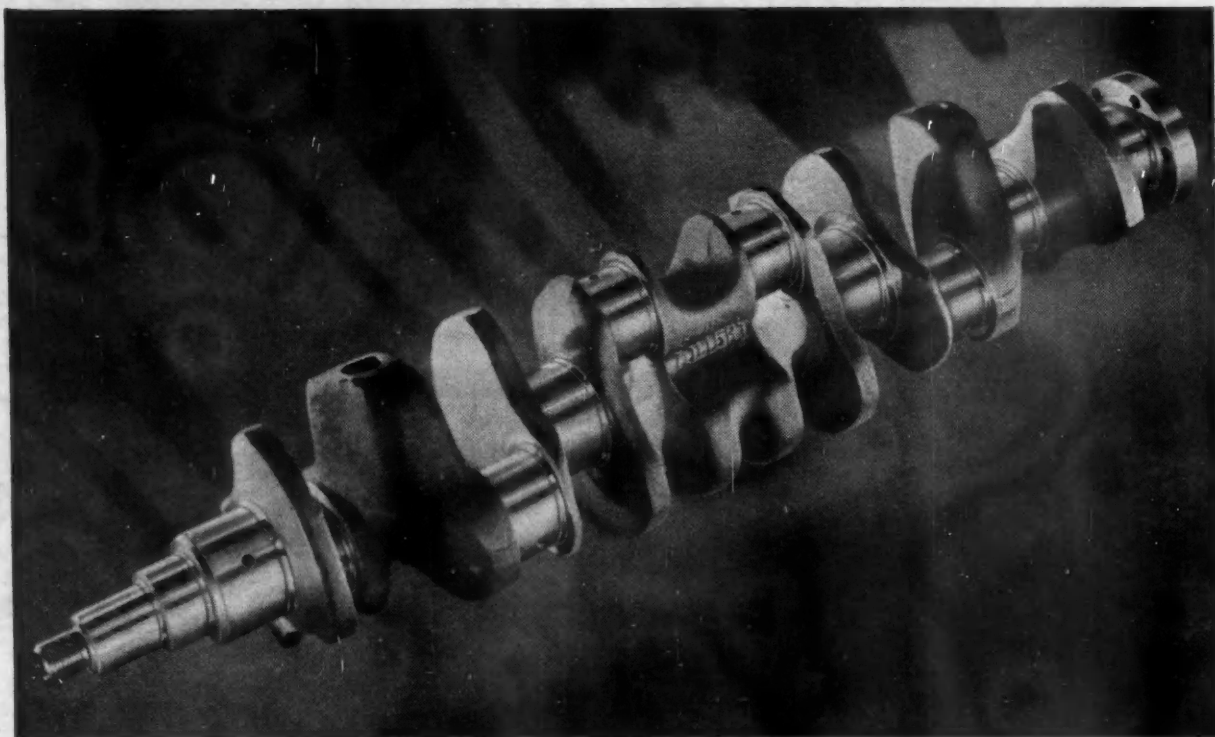
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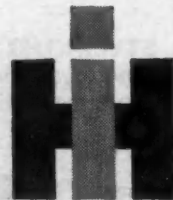
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